



# 2010 Promotion Handbook

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## EVENT COORDINATOR CHECKLIST

### 30 to 45 Days Out

- ☐ Receive event kit and check in all materials.
- ☐ Send official rules to your JAG office for review.
- ☐ Meet with Garrison Senior Leadership to drum up support for event.
- ☐ Meet with your key event supports to develop your plan.
- ☐ Review After Action Report (**Appendix E: After Action Report Questions**) with all team members, determine who is responsible for collecting data for each section and assign a single person to collect data from team and enter data and submit AAR.
- ☐ Select event dates
- ☐ Complete the Event Information Form and forward as directed (**Appendix G: Event Information Form**).
- ☐ Where applicable, forward radio spots to attract participants.
- ☐ Submit your local AAFES radio ad (**Appendix D: AAFES Radio Submission**)
- ☐ Send out Texas Hold'em press releases for local newspaper and newsletters.
- ☐ Schedule practice nights or dealer training nights
- ☐ Take a look at available resources.
- ☐ Inventory and inspect supplies from previous year's participation (No new supplies will be send):
  - ❖ Poker Chips
  - ❖ Blind and Dealer Buttons
  - ❖ Plastic Playing Cards
  - ❖ Tournament Director Software access code and password
  - ❖ Dealer Training Video
- ☐ Contact your Sponsorship Coordinator for soliciting local sponsors to enhance your program.
- ☐ Review your point tracking system and adjust for your local requirements. (**Appendix C: Guide to** )

### 30 Days Out

- ☐ It's time to start thinking about registrations.
- ☐ Submit any local sponsors to FMWRC Corporate Partnerships for approval.
- ☐ Make sure promotional materials are in high traffic areas.
- ☐ Run dealer and practice nights

- ☐ Determine a blind schedule. Coordinate with Marketing to print out a blind schedule poster with correct information.
- ☐ Hang official rules and tournament rules in facility.
- ☐ Contact FMWRC POC, Doriann Fengler at [Doriann.fengler@us.army.mil](mailto:Doriann.fengler@us.army.mil) with any questions, challenges and event updates.
- ☐ Meet with your dealers and staff to review plans, scoring, dealing and event goals.

### **15 January – 15 March 2010**

- ☐ Run your event.
- ☐ Keep track of participants' points.
- ☐ Review AAR requirements. Capture all required AAR information during the event.
- ☐ Have a camera on-hand that can take photos with no less than 300 dpi for documentation for your AAR and local/national sponsorships. Showcase the number of people and your signs.

### **Post Event**

- ☐ Forward your winner's information to [Doriann.fengler@us.army.mil](mailto:Doriann.fengler@us.army.mil) by 19 March 2010.
- ☐ Review on-line finals guidelines and dates with the winner.
- ☐ Forward paperwork to your Director of MWR to get prize money awarded to your local 1st – 3rd place winner. (FMWRC will transfer funds End April)
- ☐ Submit the completed after action report to FMWRC. Make sure to include photos of your event that showcase any sponsor logos. (30 April 2010)

## DEADLINES AT A GLANCE

Important Dates and Deadlines:				
Responsible Party	Description	Delivery method	Due Date	Check
FMWRC POC	Event Kits Shipped	Federal Express to most locations, US postal service where necessary	1 DEC	
FMWRC POC	Event Kit Packing List	In event kit box and it will be e-mailed to POCs	1 DEC	
FMWRC POC	Event Handbook	Included in event kit box and posted on <a href="http://www.mwrpromotions.org">www.mwrpromotions.org</a> and in the academy wiki on <a href="http://www.mwraonline.com">www.mwraonline.com</a>	1 DEC	
FMWRC POC	After Action Report PDF	PDF posted in academy wiki <a href="http://www.mwraonline.com">www.mwraonline.com</a>	PDF 1 DEC	
FMWRC POC	After Action Report Goes Live	Link posted on <a href="http://www.mwrpromotions.org">www.mwrpromotions.org</a> <a href="http://www.mwraonline.com">www.mwraonline.com</a> (in the wiki hut)	15 JAN	
FMWRC POC	MWR Championship Players Instructions	PDF posted in academy wiki <a href="http://www.mwraonline.com">www.mwraonline.com</a>	15 JAN	
GARRISON POC	Winner information Due	Use form and e-mail to <a href="mailto:Doriann.fengler@us.army.mil">Doriann.fengler@us.army.mil</a> FMWRC POC	19 MAR	
GARRISON POC	Army-wide on line finals Test and Access details provided	Via email to winners and the event POCs	22 MAR	
GARRISON POC AND OR CONTESTANT	1 <sup>st</sup> On-line test		23 MAR*	
GARRISON POC AND OR CONTESTANT	2 <sup>nd</sup> On-line test		30 MAR*	
CONTESTANTS	ON-LINE FINALS		On or around 3 APR*	
GARRISON POC	AAR DUE – both parts to include uploads to wiki	Via web	30 APR	
FMWRC	Event recap and AAR report to installations	Via e-mail	1 JUL	

\*In the event the dates must be changed for any reason, participants and POCs will be notified via e-mail. Please ensure the information you submit is accurate and legible.

## OPERATIONAL GUIDELINES

### Event Elements

This event will mimic the famous 'World Series of Poker' format of competition, widely recognized as the world championship of the game.

Based on your feedback FMWRC has decided to continue the FMWRC Texas Hold'em Tournament in 2010. With two **BIG** differences:

1. The format has changed. The goal of this event has always been, to generate money for MWR food and beverage facilities on your installation, by serving Soldiers and their Families' needs. To better facilitate that goal we have been given the authority to run a multi week tournament. The event has changed to a multi week tournament to play in a qualifying round for the Army-wide finals. Based on the change to a point system a **registration cannot be charged**. The increase in foot traffic from customers gives you more opportunities to generate food and beverage sales.
2. Business Initiatives has supplied a selection of exciting menu options (with all recipes and guidelines) to tie into the tournament and help generate food and beverage sales. We highly recommend you take advantage of this resource to turn foot traffic into sales.

Making the tournament a multi-week program accomplishes multiple objectives:

- Gives facility multiple nights to sell food and beverages.
- Gives Garrisons multiple nights of turn-key programming that keeps Soldiers engaged.
- Gives customers more opportunity to socialize and have fun.

TIME FRAME: Installations have between 15 January and 15 March 2010 to run local tournaments and determine the winner. Installations must have a minimum of a four week event, consisting of three tournament nights and a final tournament. We recommend that you have as many tournament nights as you feel you can generate interest. The more a participant plays, the better the chances of increasing their score.

The promotion will take **hard work from everyone on your team** at the local level. The FMWRC Texas Hold'em Promotion team will provide guidelines, answer questions and provide help along the way. Congratulations on hosting this exciting promotion.

## GETTING STARTED

Create a team. Think about the different programs on your installation and who might benefit from participating. Determine required support and request from key support partners. Host a meeting to get all partners on board. Things to think about:

- Facility Manager and/or food and beverage representative
- Marketing staff
- BOSS
- PAO
- Sponsorship
- Marketing and PAO –develop plan to get the word out about tournament and new food and beverage plan for the event.

- Facility Manager – Food and Beverage plan for the duration of the tournament. Capture sales figures for the 30 days prior to the event (See **Appendix E: After Action Report Questions** for details)
- BOSS- Make sure your BOSS president is up to date on event and promotes within BOSS. Ask for their support.
- Sponsorship – Brainstorm ideas for potential sponsors and discuss possible sponsor benefits.
- Dust off previous years AAR and review this year's goals and objectives and develop a plan.
- Assign duties
- Set timelines

**GARRISON REQUIREMENTS:** Refer to list of deadlines above for due dates.

- Participating installations must coordinate the events package through their SJA office. This must be done each year as local laws may have changed.
- Supply event date and time information on event information form to FMWRC POC (**Appendix G: Event Information Form**).
- Meet event deadlines supplied in this guide.
- Host this event in an MWR FOOD AND BEVERAGE facility or have an MWR food and beverage facility sell food and beverage.
- Track all financial information.
- Use FMWRC created marketing materials and templates.
- Do not alter FMWRC created materials except to add local data where space has been provided.
- Follow all FMWRC rules. A copy of the official rules will be posted on the [www.mwrpromotions.com](http://www.mwrpromotions.com) and .org sites. You will receive an official rules poster to display in your facility.
- Contact FMWRC with any questions regarding event rules.
- Post official rules in the facility hosting the event to include list of prizes.
- Post the blind schedule.
- Supply FMWRC POC with the winners contact information form by the deadline. Information must be accurate and legible. (**Appendix F: Winners Form**)
- Coordinate between the winner and the POC at FMWRC to ensure the winner has all required information and access to compete in the on-line finals.
  - Ensure winner receives all instructions and information on finals.
  - Ensure the winner has access to a computer that can access the site. This might take some coordination with your DOIM.
  - Ensure the winner knows when the practice sessions and tournament are scheduled.
- Installation POC must have someone participate in the on-line test of access to the final competition. See schedule for times and dates.
- Submit a complete After Action Report (AAR) to FMWRC POC due no later than **30 April 2010**
  - **AAR must be completed on-line. Hard copies will not be accepted.**
    - On-line at [www.mwrpromotions.org](http://www.mwrpromotions.org)

- Supporting Documents for your AAR such as photo's ads, a copy of your Marketing Plan, etc. must be uploaded to the FMWR Academy Wiki. (See Appendix for instructions) **DUE 30 April 2010**

## WHAT WILL I RECEIVE TO HELP SUPPORT THIS EVENT

Items you **already have** based on previous years participation. If you do not have any of these items, please contact the FMWRC POC immediately.

- Poker chips
- Plastic Playing Cards
- Dealer and Blind Buttons
- Tournament Director software (FMWRC POC will supply you with a password to access software)
- Dealer Training video

## FMWRC WILL PROVIDE:

- A Project Officer to answer questions and provide Garrison support
- Prizes for local tournament (see PRIZES for a list)
- Prizes for the Finals on-line tournament (see PRIZES for a list)
- (10) 24" x 36" Full color posters
- (15) 18" x 24" Full color posters
- 1 Official Rules Poster
- 1 Tournament Rules Poster
- (2) Banners
- Items available for download via the MWR academy Wiki. (**Appendix H: FMWRC Academy Wiki Hut Instructions**):
  - Roberts Rules of Poker
  - After Action Report on-line template (AAR) (**Appendix E: After Action Report Questions**)
  - Event logo
  - Guidebook for local tournament
  - Guidebook for on-line finals
  - Official rules poster and word document (**Appendix A: Official Rules**)
  - Tournament rules poster and word document (**Appendix B: Tournament Rules**)
  - Electronic copy of a blind schedule poster
  - Web banner
  - Template for flyer
  - Template for ads
  - Winners Form (**Appendix F: Winners Form**)
  - Event Information Form (**Appendix G: Event Information Form**)
  - Food and beverage sales support
  - A list of food and beverage items specially created to generate food and beverage sales during the Texas Hold'em promotion. (**Appendix I: FMWRC Food and Beverage Guidance**)
  - Recipes and guidance to aid in producing the menu items. (**Appendix I: FMWRC Food and Beverage Guidance**)
  - A customizable food and beverage flyer to help promote the specials and the tournament during the promotion.

Please display banners, posters upon receipt. Be sure and print event specific information posters with dates, times and sign up information.

## AFTER ACTION REPORT (AAR)

**AARs are a requirement for each installation. AARs are due no later than 30 April 2010. Please see Appendix E: After Action Report Questions for sample questions. There are two components to the AAR Requirements:**

Part 1 is an on-line form created to make it easier for you to compile all the required information (See Appendix C). The information must be submitted on-line. This enables us to compare information and get more value out of your submissions.

Part 2 is submission of supporting materials, to include a publicity/action plan, event photographs, photographs of banners and posters hung in high traffic areas, copies of ads and anything else that shows how you enhanced the event.

Links to the online AAR Form for submissions can be found on [www.mwrpromotions.org](http://www.mwrpromotions.org)

Submitting support documents and photos:

1. Please upload all additional documentation to the MWR Academy Wiki Hut [www.mwraonline.com](http://www.mwraonline.com) (see Appendix G for instructions).
2. Post your documents on the [www.mwraonline.com](http://www.mwraonline.com) website, in the wiki hut under MWR Marketing Promotions; Texas Hold'Em 2010 folder.
3. Create a folder in the wiki hut to place all of your documentation.
4. Name the folder **your garrison's name** so it is easily identifiable.
5. Deadline for all AAR submissions is no later than 30 April 2010.

## LOCAL TOURNAMENT

**Eligibility:** You must be at least 18 years of age to participate. The event is open to all authorized MWR patrons (military active duty personnel, reservists, guards, retirees, DOD civilians with valid military government identification cards or immediate family members and guests of the aforementioned) except MWR employees (see official rules for details). Installations have the right to change this to 21 years of age **if** required by their legal office..

**Dealers:** Dealers can be a challenge. Please consider training your staff or getting volunteers before you consider hiring dealers. The goal is to generate more than the event costs to run.

### Registration Fee:

There will be no registration fee.

How to generate a profit:

- Maximize sales opportunities
  - Sell food and beverage each day and night during your event. You will have multiple weeks to generate sales and increase profits instead of one evening.
  - Select menu items from the list provided and create marketing materials to support and promote the items.
  - Promote the specialty menu items throughout the two month program. It is TEXAS HOLD'EM DAYS!
- Keep your expenses down.
  - Reduce labor cost seeking volunteers to work as dealers
  - Reduce supply expenses by reuse and proper maintenance of equipment and supplies
  - Use promotional materials provided to defray local labor and print costs.



## **Event Format: NOTE, CHANGE FROM PREVIOUS YEAR**

- Multi-week tournament
- Minimum of 3 weeks tournament play + a local “finals” (qualifying game) and an on-line final tournament.
- No registration fees. Profits will be made by selling food and beverage over a multi-week event.
- Each week players receive points based on where they place in that day’s event.
- The tournament director will use players’ top 3 scores to determine who makes it into the local finals/qualifier. If there is a tie between two players, the tournament director will add the two players 4 highest score to their totals to determine their rank.
- Players do not have to play in all events to be in the final/qualifier.
- The winner of the Garrison final/qualifier will get advance to the Army-wide on-line final tournament to compete for the title.
- To the top 3 players at the final/qualifier
- Top 8 players in the on-line finals tournament
- Weekly recognition prizes cannot cost more than \$15?
- Installations must run their tournament between 15 Jan – 15 Mar.

## **PRIZES**

### **Local Tournament Prizes**

- 1<sup>st</sup> Place: \$500 cash and a seat at the on-line finals tournament
- 2<sup>nd</sup> Place: \$200 cash
- 3<sup>rd</sup> Place: \$100 cash

### **Army-wide On-line Tournament Prizes**

- 1<sup>st</sup> Place: Ultimate Home Theater System with Bose sound system and Tournament Bracelet) (ARV \$5000)
- 2<sup>nd</sup> Place: MacBook Air Computer (ARV \$1,799)
- 3<sup>rd</sup> Place: Home Theater System with Blue Ray (ARV \$500)
- 4<sup>th</sup> Place: I touch 65 GB (ARV \$399)
- 5<sup>th</sup> Place: SONY Reader (\$299)
- 6<sup>th</sup> Place: Blue Ray with Streaming Netflix capabilities (ARV \$299)
- 7<sup>th</sup> Place: Blue Ray DVD player (ARV \$249)
- 8<sup>th</sup> Place: Nike Gift Card (\$125)

## **ADVANCEMENT TO ARMY-WIDE FINALS**

Event POC’s are responsible for providing winner with guidance and on-line finals support. When awarding first prize please supply the winner with the winners form that must be completed and submitted with the POC’s signature by **19 March 2010**, on-line finals handbook. Please discuss internet and computer access should with the winner. It is the installation POC’s responsibility to ensure their winner has all the information and computer access required.

If winner is unable to participate in the finals notify FMWRC POC at [Doriann.fengler@us.army.mil](mailto:Doriann.fengler@us.army.mil) immediately. In conjunction with the FMWRC POC determine the feasibility of replacing the first place person with the second place. If it is feasible, notify the second place person and follow guidelines for the winner. If it is not feasible the place is forfeited.

## PROMOTIONAL MATERIALS

The Garrison event POC and Marketing Director can download all marketing materials from the MWR academy Wiki, [www.mwraonline.com](http://www.mwraonline.com). Please see Appendix A for instructions on how to download materials.

Each participating Garrison will receive a promotions package, which will include:

- **Banners** - 3' x 5' – Two Outdoor banners will be sent to each installation. Hang in high traffic areas. Do not hang in the event facility.
- **Posters** – 18" x 24" full color poster professionally designed and printed. Artwork will be available online for anyone wanting to reproduce the poster. A formatted area will be available on the poster to print local telephone information and local event information.
- **Official rules poster**– Each site will receive 1 official rules poster, an electronic copy of the poster and word document can be found in the Wiki.
- **Tournament rules poster**– Each site will receive 1 official rules poster, an electronic copy of the poster and word document can be found in the Wiki.

\* Due to expense of printing customized information for each hosting installation we are unable to print specific details on local contest dates, time and facility.

## ADDITIONAL MARKETING SUPPORT

All items listed below will be available on the [www.mwraonline.com](http://www.mwraonline.com) website, in the wiki hut under MWR Marketing Promotions; [Texas Hold'Em 2010](#) folder.

- Electronic Template/Artwork for placing local ads
- Electronic Template/artwork for contestant application
- Electronic Template of AAR
- Electronic logo's to use on any locally produced materials
- Sample press releases
- Radio ads for local radio stations to air
- Web banner
- Winners Form
- Event Information Form
- Link to AAR Form on-line.
- PDF of AAR for review.
- A 30 second radio ad can be placed for broadcast at your local AAFES stores. List all Army and Air Force locations in your commuting area, for maximum exposure. Complete and submit the form at **Appendix D: AAFES Radio Submission** and email directly to [radio@aafes.com](mailto:radio@aafes.com) with a cc to [robin.stapp@us.army.mil](mailto:robin.stapp@us.army.mil). A sample script has been inserted to get you started. Insert your local information in the parenthesis in the script.
- **Website** –[www.mwrpromotions.com](http://www.mwrpromotions.com) will feature a list of locations hosting the tournament and the information you supply on your event information form.
- [www.mwraonline.com](http://www.mwraonline.com) wiki will have all the information installations need to host their event.

## SPONSORSHIP

The Garrison may engage other sponsors and advertisers for this event. All sponsors must be coordinated with FMWRC POC for Corporate Partnerships

**Point of contact for sponsorship questions is FMWRC Corporate Partnership Office.**

Gabriele K. Drechsel  
Senior Client Relations Manager  
Family and Morale, Welfare and Recreation Command Corporate Partnerships 4700 King Street,  
3rd Floor Alexandria, VA 22302-4403  
Phone: (703) 681-7290 DSN: 761-7290  
Cell: (571) 451-6475  
Fax: (703) 681-7353  
e-mail: [Gabriele.Drechsel@us.army.mil](mailto:Gabriele.Drechsel@us.army.mil)

**CONTACT US**

**U.S. Army FMWRC Marketing Events and Promotions Division:** Doriann Fengler

4700 King Street, 5<sup>th</sup> Floor  
Alexandria, VA 22302-4403  
Phone: (703) 681-0666 DSN: 761-0666  
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**US Army FMWRC Corporate Partnerships Division:** Gabriele K. Drechsel

Senior Client Relations Manager  
4700 King Street, 3rd Floor  
Alexandria, VA 22302-4403  
Phone: (703) 681-7290 DSN: 761-7290  
Cell: (703) 380-4185  
Fax: (703) 681-7353  
Email: [Gabriele.Drechsel@us.army.mil](mailto:Gabriele.Drechsel@us.army.mil)

## Appendix A: Official Rules

### TEXAS HOLDEM 2010 OFFICIAL RULES

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1. **ELIGIBILITY:** Authorized MWR patrons who are 18 years of age and older (Active Duty from all branches of service, Reservists, Guards, Retirees, DOD civilians with valid military government identification cards or immediate family members and guests of the aforementioned) are eligible to participate in this FMWRC sponsored event. However, MWR employees and other individuals engaged in the development and implementation or direct execution of the promotion, including Army senior leadership and marketing staff may not participate.
2. **NEW FORMAT:** Multi-week tournament.
  - Up to seven weeks of tournament play plus a local finals (qualifying game) and an Army-wide on-line final tournament.
  - No registration fees to participate in the tournament.
  - Players receive points depending on where they place in that day's event.
  - The tournament director will use players' top 3 scores to determine who makes it into the local finals/qualifier. If there is a tie between two players, the tournament director will add the two players 4 highest scores to their totals to determine their rank.
  - Players do not have to play in all seven events to be in the finals/qualifier.
  - The Garrison winner of the final/qualifier will advance to the Army-wide on-line final tournament to compete for the title and grand prize.
3. **HERE'S HOW TO PLAY:** Reserve your seat at the table by contacting the participating tournament location. Seating will be done randomly. The No-limit Texas Hold'em poker tournament rules will be used in conjunction with "Roberts Rules of Poker." Where there is a discrepancy between these rules and Roberts' Rules of Poker, the Texas Hold'em rules will take precedence. The final player remaining with all the chips will be the first prize winner. Players who have committed to participate but who have not arrived by the deal of the first hand, will be assigned a seat and issued chips at the Tournament Director's discretion. The final 3 players (of the garrison final/qualifying game) at each participating garrison will win a prize. Each garrison winner will advance to Army-wide On-line finals tournament.
4. **ADVANCEMENT TO ARMY-WIDE ON-LINE FINALS:** It is the participant's responsibility to fill out the winners information form and submit the form through the local tournament POC to the FMWRC POC on or before 19 March 2009. Failure to submit all the required information clearly and legibly will forfeit your place in the on-line finals. Winners form, Army-wide on-line finals rules, finals instruction book and FMWRC POC information will be available through the local tournament POC at the garrison. If for any reason the first place winner is unable to participate in the on-line finals the installation POC and FMWRC POC will allow the 2<sup>nd</sup> place winner to take the seat.
5. **PRIZES, APPROXIMATE RETAIL VALUE** FMWRC reserves the right to substitute prizes for prizes that are equal to or greater than, the approximate retail value (ARV) of the prizes listed:
  - Local Tournament Prizes**
  - 1<sup>st</sup> Place: \$500 cash and a seat at the on-line finals tournament
  - 2<sup>nd</sup> Place: \$200 cash
  - 3<sup>rd</sup> Place: \$100 cash

### **Army-wide On-line Tournament Prizes**

- 1<sup>st</sup> Place: Ultimate Home Theater System with Bose sound system and Tournament Bracelet) (ARV \$5000)
- 2<sup>nd</sup> Place: MacBook Air Computer (ARV \$1,799)
- 3<sup>rd</sup> Place: Home Theater System with Blue Ray (ARV \$500)
- 4<sup>th</sup> Place: I touch 65 GB (ARV \$399)
- 5<sup>th</sup> Place: SONY Reader (\$299)
- 6<sup>th</sup> Place: Blue Ray with Streaming Netflix capabilities (ARV \$299)
- 7<sup>th</sup> Place: Blue Ray DVD player (ARV \$249)
- 8<sup>th</sup> Place: Nike Gift Card (\$125)

### **5. GENERAL RULES:**

- a) All decisions by US Army, Family Morale Welfare and Recreation Command (USA, FMWRC) are final.
- b) The FMWRC reserves the right to modify or cancel this promotion at any time.
- c) The FMWRC reserves the right to substitute prizes of equal or greater value. Acceptance of prize constitutes permission to use winners' name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law.
- d) All applicable taxes (Federal/State/Local) on prizes are the sole responsibility of prize winners. Prize winners may be required to sign an affidavit of eligibility and release of liability and to return affidavit within ten (10) days of receipt, or prize will be forfeited.
- e) All personal data collected will be protected under the provisions of the Privacy Act. Privacy Act Statement: AUTHORITY: Section 552a Title 5, United States Code; Section 3013, Title 10 United States Code; Executive Order NO. 9397; Army Regulation 215-1. PRINCIPAL PURPOSE: To confirm that the player and winner are eligible to participate in competition. ROUTINE USES: Information gathered will be used for the principal purpose only and will be filed and disposed of in accordance with AR 640-10. MANDATORY OR VOLUNTARY DISCLOSURE AND EFFECT ON INDIVIDUAL NOT PROVIDING INFORMATION: Contestants will be ineligible to compete or win prizes if required information is not provided.
- f) By accepting any of the prizes, the winners agree to hold the United States Government, the U.S. Army Family Morale Welfare and Recreation Command (FMWRC), the Army Morale, Welfare, and Recreation Fund (AMWRF) and all Installation Morale, Welfare, and Recreation Funds (IMWRFs) as well as their respective officers, directors, employees and assigns, harmless against any and all claims arising out of use or misuse of the prize(s). Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this event or use or redemption of any prize. The FMWRC is not responsible for any defective prizes.
- g) The FMWRC is not responsible for any typographical or other error in the printing of the offer, administration of the game or in the announcement of prizes. In the event the FMWRC is prevented from continuing with the promotion, or the integrity and/or feasibility of the event is severely undermined by any event beyond the Army's control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within the Army's control (each a "Force Majeure" event), the Army shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the event without further obligation. If the Army, in its sole discretion, elects to abbreviate the

promotion as a result of a Force Majeure event, the Army reserves the right, but not the obligation, to award the prizes from among all valid and eligible game pieces received up to the time of such Force Majeure event.

Please direct questions to: **[mwrpromotions@conus.army.mil](mailto:mwrpromotions@conus.army.mil)**

## Appendix B: Tournament Rules

### No – Limit Texas Hold'em 2010 Tournament Rules

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The No-limit Texas Hold'em poker tournament rules are to be used in conjunction with 'Robert's Rules of Poker'. Where there is a discrepancy between these rules and Robert's Rules of Poker, these rules shall take precedence.

**WINNING THE TOURNAMENT** - The final player remaining with all the chips will be the first prize winner. The last player eliminated will be the second place prize winner; the second to last player eliminated will be the third place prize winner, etc. If more than one player is eliminated on the same hand, they shall split the prize values for the appropriate places.

**LATE PLAYER** – Players who have committed their attendance to the Tournament Director but have not arrived by the deal of the first hand will, at the Tournament Director's discretion, be assigned a seat and issued chips. The dealer will ensure all appropriate blinds are posted on behalf of the absent player until they arrive. Any player position that is being "blinded out" must be dealt cards. A player that does not arrive prior to the end of the round cannot move forward to the next round.

**TIMER USE AND BREAKS** - The blinds timer and schedule will be displayed throughout the room. The clock will automatically restart and the next level of blinds will be displayed. The next hand will be dealt at the new blind level. For the purpose of this rule, a hand is considered currently in play once the all blinds/antes are posted AND the dealer has begun shuffling (riffles the deck). Predetermined breaks will be established and displayed on the screen (usually after one hour). Additional breaks will be at the discretion of the Tournament Director. The timer is stopped during breaks and during any disputes that occur which require attention from the tournament director to resolve. No additional hands at any table should be started during such a break although hands already in progress should be completed.

**BLINDS SCHEDULE** - The blinds schedule shall be posted in plain view of the playing table(s). The blinds schedule is included with these rules. This schedule may be adjusted at the discretion of the tournament director.

**SEATING** - Players will be distributed as evenly as possible between all tables. Players will be seated by random draw by the Tournament Director.

**THE TOURNAMENT DIRECTOR (TD)** - The TD is responsible for all table, seating and dealer decisions. The TD is responsible for the handling of the timer although may delegate this task to any dealer/player at his discretion. In the case of disputes and rules interpretations, the TD will have final authority. TD reserves the right to make decisions in the spirit of fairness, even if a strict interpretation of the rules may indicate a different ruling.

**CHIPS** - Installations will post the values and the starting amount of chips. There are five different color chips.

#### SEATING

- Each player will be seated according to a random drawing and this will remain their seat until they are eliminated or advance to another table/round.
- The dealer is responsible for informing the tournament director of the player's names that have moved forward, and what their respective chip counts are.

- A single player may be moved to another table to keep the tables somewhat balanced. This will be done between level increases. The player from the table with more players will be taken from behind the button and moved to a seat behind the button at a new table. The finalists will begin play with the next level of limits and blinds above the last level in play prior to combining the tables

## **THE GAME**

**Preflop** - Starting with the dealer button, each person is dealt one card. Then a second card. Both cards are face down. After everyone receives their pocket/hole cards (the two cards face down just dealt), then betting occurs. (See rules for blinds)

Note: the dealer button is actually a button that says "dealer" on it that is passed around the table after each hand. It signifies where the dealing is started from.

### **The Flop**

- After the first round of betting is completed the dealer will burn the top card and place the next three "Community" cards face up in the center of the table
- The second round of bets starts with the first active player to the left of the dealer button
- Players now can either check, raise, or fold (see below under bets)

### **The Turn**

- The dealer will now burn the top card and turn over one more "Community" card
- The betting will again start with the first active player to the left of the dealer button
- Players have the same options as the previous round with bets & raises

### **The River**

- The dealer now burns and turns the final "Community" card
- The betting will follow the same process as the previous round
- If a player makes a bet that all remaining players fail to call the hand is over with that player taking the pot and without having to show his cards

### **The Showdown**

- After all bets are called each player still in the hand will have bet the same amount and the dealer will declare that the pot is right
- All players must turn over their cards (visible to all players) and call their own hand
- The best five card hand wins the pot unless someone has gone "All-In" as described below

### **The Bets**

- Each hand starts with two "Blind" bets being posted, ensuring every hand is worth something
- The player to the left of the dealer button posts the small blind which is half of the lower limit
- The player to the left of the small blind posts the big blind which is the full lower limit
- The blinds shall remain in front of the players until the conclusion of the "pre-flop" betting. The dealer will rake the blinds and all other bets into the pot
- The number of raises in any betting round is unlimited.



- All bets must be at least equal to the minimum bring-in, unless the player is going all-in.
- All raises must be equal to or greater than the size of the previous bet or raise on that betting round, except for an all-in wager. A player who has already checked or called cannot subsequently raise an all-in bet that is less than the full size of the last bet or raise.
- If a player tries to bet or raise less than the legal minimum and has more chips, the wager must be increased to the proper size. (This does not apply to a player who has unintentionally put too much in to call.) The wager is brought up to the sufficient amount only, no greater
- All bets shall be stacked and pushed directly in front of player. The dealer will verify all bets and rake them to the center pot at the conclusion of each round of betting. Tossing chips into the pot is not allowed
- Players are required to verbally declare their bet (Call, Check, Raise w/ amount, or Fold)
- The dealer will make all change for larger chips out of the pot. Players betting large chips shall declare their bet when placing out the chips and the dealer will make the change as needed
- Players may not disclose or turn over their "holecards" during a live hand even if folded. This injures the rights of players who are still competing.

### **All-In**

- If a player cannot cover a blind, he must use all remaining chips and post a short blind and declare "All-in". Both blinds and each called bet (not including raises) from the "pre-flop" round will go into a (main) pot. All raises from the "pre-flop" round and all bets from additional rounds will be placed into a (side) pot. The "All-In" player will not be able to bet for the remainder of the hand and should he win the hand he will win only the amount from the (main) pot with the (side) pot going to the next best winning hand. If he does not win the hand he is eliminated from the tournament and the winning hand receives both pots
- When a player does not have enough chips to cover a call he must fold or declare "All-In" and bet all remaining chips. Players who follow the "All-In" player will call the entire bet with a portion equaling the "All-In" player going into the (main) pot and the remaining chips going into a (side) pot. All additional betting for the remainder of the hand will go into the (side) pot. The "All-In" player is only entitled to the (main) pot should he win the hand with the (side) pot going to the next best hand.
- If more than one player goes "All-In" during a hand additional (side) pots will be created using the same rules as above. A player may only win a pot equaling his "All-In" bet and the called bets from following players.

### **Time Limits**

- Each player is expected to play their hand and make any bets or fold within 30 seconds
- Calling for the clock procedures: Once a reasonable amount of time has passed and a clock is called for, a player will be given one minute to make a decision. If action has not been taken by the time the minute is over, there will be a 10-second countdown. If a player has not acted on his hand by the time the countdown is over, the hand will be dead.

### **Dead Button Rule**

If the big blind busts out and is not replaced by a player from another table, the button moves to the player who posted the small blind and the player to the left of the former big blind assumes the big blind. There is no small blind for that hand. On the following deal,

the button moves to the now empty seat (the seat vacated by the eliminated big blind player) and the two players to the left post the normal blinds.

When the small blind busts out and is not replaced by a player from another table, the button does not move. The player who was the big blind will now post the small blind and the player to his left will post the big blind.

### Misdeals

- The following circumstances will result in a misdeal.
  - Dealer exposes any of the “hole” cards to any player
  - Dealer starts with the wrong position or deals out of sequence (empty chair)
  - Dealer gives any player less or more than the two “hole” cards
  - All misdeals shall be reshuffled and cut
  - Once two players (after the blinds) have acted upon their hands the entire hand shall be played to conclusion regardless of misdeal
  - If too many cards are exposed during the flop or a card was not burned, the cards shall be reshuffled and a new card burned with three new “flop” cards being dealt
  - If too many cards are turned or a card not burned during the “turn” or “river” the existing “community” cards shall remain with the remaining cards reshuffled and a new card burned and a new single card turned
  - If a card is found face up in the deck it shall be placed on the bottom of the deck and the next card shall be played
  - If a card is found missing from the deck prior to any betting it shall be replaced, shuffled and cut. If two players have taken action the hand shall be played to conclusion
  - A card dropped or exposed by a player shall continue to be played

### House Rules

- Each player must play and call his own hand. No assistance may be given by other players or spectators
- Should a player need to briefly leave the game, all play will continue. The dealer will post any blinds for the absent player.
- All cards must remain in full view and are not allowed beyond the edge of the table
- All players are entitled to a clear view of opponent's chips with higher denominations made easily visible. Hiding chips is not allowed
- Looking through discards or remaining deck cards is not allowed at any time
- The dealer of each hand will be responsible for verifying all bets, raking bets into pot and awarding the pot to the winning player(s)
- Floor people are to consider the best interest of the game and fairness as the top priority in the decision-making process. Unusual circumstances can, on occasion, dictate that the technical interpretation of the rules be ignored in the interest of fairness. The floor person's decision is final.
- Chip race rule: When it is time to color-up chips, they will be raced off with a maximum of one chip going to any player. The chip race will always start in the No.1 seat. ***A player cannot be raced out of a tournament. In the event that a player has only one chip left, the regular race procedure will take place. If that player loses the race, he will be given one chip of the smallest denomination still in play***
- Odd chips: The odd chip(s) will go to the high hand. When there are two or more high hands or two or more low hands, the odd chip(s) will go to the left of the button.
- Side pots: Each side pot will be split as a separate pot. They will not be mixed together before they are split.

- Penalties: A penalty MAY be invoked if a player exposes any card with action pending, if a card(s) goes off the table, if soft-play occurs, or similar incidents take place. Penalties WILL be invoked in cases of abuse, disruptive behavior, or similar incidents. A floor person or the tournament director will invoke penalties.
- All cards will be turned face up once a player is all in and all action is complete.
- If a player puts in a raise of 50 percent or more of the previous bet, he will be required to make a full raise. The raise will be exactly the minimum raise allowed.
- A player who wants to use a cellular phone must step away from the table.
- Deck changes will be on the dealer push or limit changes or as prescribed by the house. Players may not ask for deck changes.
- When time has elapsed in a round and a new round is announced, the new limits apply to the next hand. A hand has begun with the first riffle.
- Players must keep their highest denomination chips visible at all times.
- Verbal declarations as to the content of a player's hand are not binding; however at management's discretion, any player deliberately miscalling his hand may be penalized.
- All chips must be visibly displayed at all times. Players may not have tournament chips in their pockets at any time. A player who has chips in his pocket will forfeit the chips. The forfeited chips will be taken out of play from the tournament.
- Verbal declarations in turn are binding. Action out of turn may be binding.
- Floor people are to consider the best interest of the game and fairness as the top priority in the decision-making process. Unusual circumstances can, on occasion, dictate that the technical interpretation of the rules be ignored in the interest of fairness. The floor person's decision is final.
- Penalties available for use by the TD are verbal warnings, 10, 20, 30, and 40 minutes away from the table and may be used with discretion. These may be utilized up to and including disqualification. A player who is disqualified shall have his chips removed from play.
- Players are obligated to protect the other players in the tournament at all times. Discussing cards discarded or a hand possibility is not allowed.
- A player who exposes his cards during the play may incur a penalty, but will not have his hand killed.
- Verbally disclosing the contents of your hand or advising a player how to play a hand may result in a penalty
- In no-limit, less than a full raise does not reopen the betting to a player who already has acted.

**CONDUCT CODE** - Management will attempt to maintain a pleasant environment for all our customers and employees, but is not responsible for the conduct of any player. We have established a code of conduct, and may deny the use of our card room to anyone who violates it. The following is not permitted:

- Collusion with another player or any other form of cheating.
- Verbally or physically threatening any patron or employee.
- Using profanity or obscene language.
- Creating a disturbance by arguing, shouting, or making excessive noise.
- Throwing, tearing, bending, or crumpling cards.
- Destroying or defacing property.

**POKER ETIQUETTE** - The following actions are improper, and grounds for warning, suspending, or barring a violator:

- Deliberately acting out of turn.
- Deliberately splashing chips into the pot.
- Agreeing to check a hand out when a third player is all-in.

- Reading a hand for another player at the showdown before it has been placed face up on the table.
- Telling anyone to turn a hand face up at the showdown.
- Revealing the contents of a live hand in a multi handed pot before the betting is complete.
- Needlessly stalling the action of a game.
- Deliberately discarding hands away from the muck. Cards should be released in a low line of flight, at a moderate rate of speed (not at the dealer's hands or chip-rack).
- Stacking chips in a manner that interferes with dealing or viewing cards.
- Making statements or taking action that could unfairly influence the course of play, whether or not the offender is involved in the pot.
- Using a cell phone at the table.

## Appendix C: Guide to Weekly Scoring

The week to week scoring details will be emailed no later than 18 DEC 2009.  
Log onto [www.mwrpromotions.org](http://www.mwrpromotions.org) to download the latest copy.

## Appendix D: AAFES Radio Submission



### MWR Radio Announcement Submission Form

#### Your Contact Information

Name:	
Phone:	
Email	
Agency/Department/Office:	

#### Air Dates?

From:

To:

#### Where This Airs?

List Post(s) or Base(s) :

**Announcement Information?** Include event, location, dates, times, days, special emphasis items, and other important information like pronunciations if necessary. State your call to action at least twice in the announcement.

Sample Script for Texas Hold'em:

Go all in at the MWR Texas Hold'em tournaments being hosted at (Garrison Name, Facility Name). Tournament action begins (dates / time). Tournaments are hosted each (day of the week). The player with the highest score after (# of weeks of play) will be awarded \$500 cash. Sign up before (date) at (Garrison Name, Facility name) to play Texas Hold'em. The (name of facility) winner will advance to the Army wide online tournament for a chance to win the ultimate home theater system and custom 2010 champions bracelet. Log onto (local web address for more information / or [www.mwrpromotions.com](http://www.mwrpromotions.com))

Complete and submit to [radio@aafes.com](mailto:radio@aafes.com), cc copy to [Robin.Stapp@us.army.mil](mailto:Robin.Stapp@us.army.mil)  
Dial 214.312.3370 or 800.367.6185 if you need assistance.

## Appendix E: After Action Report Questions

### After Action Report – Texas Hold'em 2010

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Thank you in advance for your completion of the TEXAS Hold'em after action report. The responses you provide will be reported for benchmarks and improvement opportunities. We appreciate your time in completing the following questions.

Select your region:

**General Information/Demographics:** Select your garrison region:

**General Information/Demographics:** Select your deployed location:

**General Information/Demographics:** Please specify your Non-Army location:

#### PROGRAM PARTICIPATION:

1. Where did you hold your 2010 TEXAS Hold'em event?

- Cat A Facility**
- Cat B Recreation Center**
- Cat C F&B Facility**
- Cat C Catering/Banquet Facility**
- Other**

2. How many separate nights did you host your TEXAS Hold'em event?

3. Overall, how many people attended your TEXAS Hold'em event from week to week? (Please write down total number for each week using the space below if applicable - please provide your best estimate if actual attendance is not available)

- Week1**
- Week 2**
- Week 3**
- Week 4**
- Week 5**
- Week 6**

4. Please continue to mark down your attendance for week 7 - 12. (If applicable)

- Week7**
- Week 8**
- Week 9**
- Week 10**
- Week 11**
- Week 12**

5. Please provide actual attendance by branch or military service. (Please estimate if you do not have actual box office figure regarding total participants.

(Total Participation must add to 100%)

- Active Duty, Reserve, National Guard**
- Civilians**
- Spouses**
- Youth**
- Retiree**
- Other**

6. Was your 2010 total TEXAS Hold'em attendance:

- Better than you expected**
- About the same as you expected**
- Not as good as you expected**

7. Please estimate what percentage of all TEXAS Hold'em attendees were new customers?

**Under 10%**

**11% to 25%**

**26% to 49%**

**More than 50%**

8. What changes/improvements to the TEXAS Hold'em event could FMWRC make in order to increase future attendance?

**PROMOTIONS:**

9. The promotional kit was provided in an adequate amount of time to promote the program at my garrison.

**Strongly**

**Agree**

**Neither**

**Agree nor**

**Disagree**

**Strongly**

**Disagree**

10. The promotional kit saved us a significant amount of time.

**Strongly**

**Agree**

**Neither**

**Agree nor**

**Disagree**

**Strongly**

**Disagree**

11. The promotional kit defrayed local costs for this event.

**Strongly**

**Agree**

**Neither**

**Agree nor**

**Disagree**

**Strongly**

**Disagree**

12. What changes/improvements to the promotion kit could FMWRC make in order to increase effectiveness at your garrison?

**HANDBOOK:**

13. Did the handbook cover everything you needed to run your promotion?

**Yes**

**No**

If No, why not?

14. Please let us know what else you may have used to design your TEXAS Hold'em promotion.

**OFFICIAL RULES:**

15. Were the official rules clear and easy to understand?

**Yes**

**No**

16. Were the official rules fair?

**Yes**

**No**



17. Did anything controversial come up that should have been covered by the official rules?

**Yes                      No**

If yes, what rules might need to be improved?

**FINANCIALS / RETURN ON INVESTMENT (ROI):**

18. Please write your facility's total revenue during your event minus the cost of goods sold on the line below. This figure is reported on your facility's Consolidated Daily Activity Report.

**F & B sales minus cost of goods sold for total event nights combined:**

19. Please write down the following Texas Hold'em expenses on the lines below: (Please combine all your nightly expenses):

**Total additional labor expenses (Additional labor not typically scheduled):**

**Other Operating Expenses:**

20. Please report your average revenue from the 30 days prior to the start of the event, minus the average cost of goods sold. This figure will give us a comparison of incremental sales increases for benchmark purposes.

**(Average F & B sales) - (Average Cost of Goods Sold) over the last 30 days:**

21. What changes would you make to increase profitability regarding the TEXAS Hold'em event?

**GENERAL QUESTIONS:**

22. FMWRC supplied suggested menu items for the TEXAS Hold'em promotion. Please select all the menu items you chose to sell. (Mark all that apply)

**Menu items/Categories:**

**Foot Long Philly (Assorted)**

**Foot Long Club/Hoagies and combos**

**Texas Burgers**

**BBQ Brisket Sandwiches**

**Burritos (Various types)**

**20 Count Wings**

**16" Calzones**

**1 LB of Fries (Chili/Cheese, etc.)**

**32 oz Sodas**

**Other**

23. Please list your top three menu sellers?

24. Please list any new menu items that you introduced during the TEXAS Hold'em promotion.

25. Did you do anything above and beyond what was required to enhance this event? If so please describe.

**OPPORTUNITIES FOR IMPROVEMENT:**

26. What could FMWRC have done differently to make this particular event easier to implement?

27. What other programs would you like FMWRC to provide?

28. What additional feedback do you have regarding this event?

29. What comments did your customers make (positive or negative) regarding this event?

**FMWRC PROJECT OFFICER QUESTIONS:**

30. The FMWRC project officer for this promotion provided value through effective communication.

**Strongly**  
**Agree**  
**Neither**  
**Agree nor**  
**Disagree**  
**Strongly**  
**Disagree**

31. The project officer promptly returned phone calls or emails regarding questions I had on this promotion.

**Strongly**  
**Agree**  
**Neither**  
**Agree nor**  
**Disagree**  
**Strongly**  
**Disagree**

32. Please add any additional comments about your project support during this promotion.

**PRIZES:**

Please rate your level of agreement with the following statement:

33. The local prizes helped generate participation in the TEXAS Hold'em promotion.

**Strongly**  
**Agree**  
**Neither**  
**Agree nor**  
**Disagree**  
**Strongly**  
**Disagree**

**FUTURE PARTICIPATION:**

Please state whether your garrison plans to participate in the 2011 Texas Hold'em Event

34. Would you like FMWRC to run another TEXAS Hold'em event next year?

**Yes**                      **No**

If you answered that your garrison is interested in participating in the 2011 Texas Hold'em promotion, please answer the following questions:

**Black and Pink Chips**

35. I still have enough Black and Pink chips left for 2011.

**Yes**                      **No**

If you answered no, how many Black and Pink chips do you need?

**Blue and Red chips**

36. I still have enough Blue and Red chips left for 2011.

**Yes**                      **No**

If you answered no, how many Blue and Red Chips do you need?

**Green and Yellow chips**

37. I still have enough Green and Yellow Chips left for 2011.

**Yes                      No**

If you answered no, how many Green and Yellow chips do you need?

**Purple and Yellow chips**

38. I still have enough Purple and Yellow Chips left for 2011.

**Yes                      No**

If you answered no, how many Purple and Yellow chips do you need?

**Orange and Green chips**

39. I still have enough Orange and Green Chips left for 2011.

**Yes                      No**

If you answered no, how many Orange and Green chips do you need?

**Thank you for completing the TEXAS Hold'em after action report.**

**Appendix F: Winners Form**

**TEXAS HOLDEM 2010 WINNERS FORM**

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The Texas Hold'Em 2010 Winners Form  
will be forwarded via email from  
[Doriann.Fengler@us.army.mil](mailto:Doriann.Fengler@us.army.mil) on  
11 JAN 2010

## Appendix G: Event Information Form

### TEXAS HOLDEM 2010

EVENT INFORMATION	
Garrison	
Event POC	
Confirmation of event location	

Event Dates and Times		
Note: you are required to do a minimum of 4 nights		
	Date	Time
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		
Week 6		
Week 7		
Week 8		

Practice Nights or Dealers Nights		
(if you are having practice nights or dealers nights list dates and times below)		
Practice/ Dealer/Other	Date	Time

Menu Specials	
If the facility you are hosting the event in has chosen to produce menu specials to support the Texas Hold'em tournament and increase food and beverage sales please list them here.	
Item/Combo	

# **FMWR Academy Instruction Manual**

Accessing the FMWR Academy's Wiki  
Website

- **Section 1: Registering for Access to the FMWR Academy – Page 31**
- **Section 2: Downloading High Resolution Promotion Files – Page 35**
- **Section 3: Uploading After Action Report Photographs – Page 40**
- **Section 4: Optimizing your WIKI Experience – Page 45**

**FMWRC Events Section  
11/2009**

## Section 1: Registering for access to FMWR Academy Wiki Website

To gain access to the FMWR Academy's website, Users must first register for an account at <https://www.mwraonline.com> . Once Users have entered the above web address in the address bar, they will be taken to the following webpage.

**\*\*If Users already have an active account, they may proceed to Section 2, Page 6 of this Instruction Manual.\*\***



To register for a new account with the FMWR Academy, select the **Enter FMWRA Campus** tab, next select the link titled **New Users** as shown below:

**\*\*If Users already have an active account with the FMWR Academy, they would enter their Login ID and 14 character password in the appropriate spaces and proceed within the Academy site.\*\***



The FMWR Academy Knowledge Centre page will open. Follow the Registration Steps 1 – 4:

Choose the appropriate affiliation from the drop-down menu as shown below:

The screenshot shows the 'REGISTER' page with a blue header. Below the header is a link 'Select Organization'. The main text says: 'Either identify your organization by selecting it from the list below and clicking **Select**, or c'. A dropdown menu for 'Organization:' is open, showing a list of options: U.S. Army - MWR, Coast Guard - MWR, Contractors for MWR, DOD Agencies, IMCOM, Non-DOD Agencies and Other MWR Affiliates, U.S. Army - MWR, U.S. Army - Non-MWR, US Air Force - MWR, US Navy - MWR, and USMC - MCCS. A 'Select' button is visible to the right of the dropdown.

**STEP 1:** Input the required \* information: Please note that a personal email address is NOT allowed. **The email address MUST end in .mil or .gov.**

The screenshot shows the 'Registration - Step 1 of 4' form. At the top, it says 'U.S. Army - MWR'. The form includes fields for: \* Courtesy Title (dropdown), \* First Name (text), Middle Initial (text), \* Last Name (text), Suffix (dropdown), \* Primary Email Address (text, with a note 'must end in .mil or .gov'), and \* SSN (text, with a note 'If you do not have a social security number, please enter your Employee ID.' and an example 'SSN Example: XXX-XX-XXXX'). At the bottom are 'Step 2' and 'Reset' buttons.

Once the required information has been entered, select the **Step 2** button to proceed. If it is necessary to make changes to the information, choose the **Reset** button.

**STEP 2:** Choose the appropriate response(s) from the drop down menu and select the **Continue** button as shown below:

The first screenshot shows the 'Registration - Step 2 of 4' form with the 'U.S. Army - MWR' link. It includes a dropdown for '\* Are you Active Duty or Civilian?' with options 'Civilian', 'Active Duty', and 'Civilian'. A 'Continue' button is visible. The second screenshot shows the same form with the 'Continue' button selected, and a dropdown for '\* Select Civilian Employment Status:' with options 'APF', 'NAF', 'Volunteer', and 'Contractor-Personal Services'.

Once the required responses have been chosen, select the **Step 3** button to proceed. If it is necessary to make changes to the information, choose the **Reset** button.

The screenshot shows the 'Registration - Step 2 of 4' form with the 'U.S. Army - MWR' link. It includes a dropdown for '\* Are you Active Duty or Civilian?' with options 'Civilian' and 'Contractor-Personal Services'. A 'Continue' button is visible. At the bottom are 'Step 1', 'Step 3', and 'Reset' buttons.



**STEP 3:** Chose the appropriate response(s) for location/region from the drop down menu and select the **Continue** button as shown below:

Registration - Step 3 of 4

**U.S. Army - MWR**

\* CONUS / OCONUS:

*Is your location continental U.S. (CONUS) or outside continental U.S. (OCONUS)?*

\* Region/Agency :

*Please select the region you are in*

Registration - Step 3 of 4

**U.S. Army - MWR**

\* CONUS / OCONUS:

*Is your location continental U.S. (CONUS) or outside continental U.S. (OCONUS)?*

\* Region/Agency :

*Please select the region you are in*

ACSIM

Army Reserves

DFAS NAF Financial Services

Europe Region (IMCOM-Europe)

FMWRC

IMCOM HQ

Korea Region (IMCOM-Korea)

National Capital Region

National Guard

Northeast Region (IMCOM-Northeast)

PENTAGON

Pacific Region (IMCOM-Pacific)

Recruitment Command

Southeast Region (IMCOM-Southeast)

West Region (IMCOM-West)

Input the \* required information in the blank spaces as shown below:

Registration - Step 3 of 4

**U.S. Army - MWR**

\* CONUS / OCONUS: CONUS

*Is your location continental U.S. (CONUS) or outside continental U.S. (OCONUS)?*

\* Region/Agency : FMWRC

*Please select the region you are in*

\* Installation:

\* Building Street Address:

\* P.O. Box (If Applicable):

\* City:

\* State/APO:

\* Zip:

\* Country: (Select one)

\* Commercial Phone:

Extension (if applicable):

Commercial Fax:

\* DSN Phone:

\* DSN Fax:

Once the required information has been entered, select the **Step 4** button to proceed. If it is necessary to make changes to the information, choose the **Reset** button.

**STEP 4:** Chose the appropriate response(s) for MWR Functional Area/ Program Activity from the drop down menu.

Input the \* required information in the blank spaces as shown below and select the **FINISH** button as shown below:

Registration - Step 4 of 4

**U.S. Army - MWR**

\* MWR Functional Area: **U.S. Army - MWR**

ACS Programs  
Business Programs  
CYSS Programs  
Community Recreation  
DFMWR office only (RC)  
FMWRC (Headquarters)  
Human Resources  
IMCOM HQ  
IMCOM Region  
NAF Financial Services (DFAS)  
Support Services/Resource Mgmt

Registration - Step 4 of 4

**U.S. Army - MWR**

\* MWR Functional Area: FMWRC (Headquarters)

For more information on how to select your Functional Area and Program Activity, please consult the [SGO Family and MWR Programs Chart](#).

\* MWR Program / Activity: Marketing

\* Job Title:

If you can't find your job title here, please contact the [FMWR Academy](#).  
Phone: (1) 703-275-5880  
Fax: (1) 703-275-5884  
DSN (312)235-5880

Are you a supervisor?: Yes ☐ No ☒

\* Education Level:

\* Length of Service In MWR:

\* Length of Service In Current Position:

Step 3 Finish Reset

### Finalizing FMWR Academy access:

Users will receive the following notification message:

Thank you for registering, Sample. An email has been dispatched to sample.user@us.army.mil with detail on how to activate your account. You will receive an email in your inbox. You **MUST** follow the link in that email before you are allowed to access the Academy. Until you do that, you will not be given access.

**\*\*Users will receive a FMWR Academy confirmation email in their .mil or .gov email account. To complete the FMWR Academy's registration, the directions within the confirmation email **MUST** be completed. Once these steps are complete, the User is prepared to explore the FMWR Academy's website.\*\***

**Please do not skip these final steps.**

## Section 2: Downloading files from the FMWR Academy Wiki Website

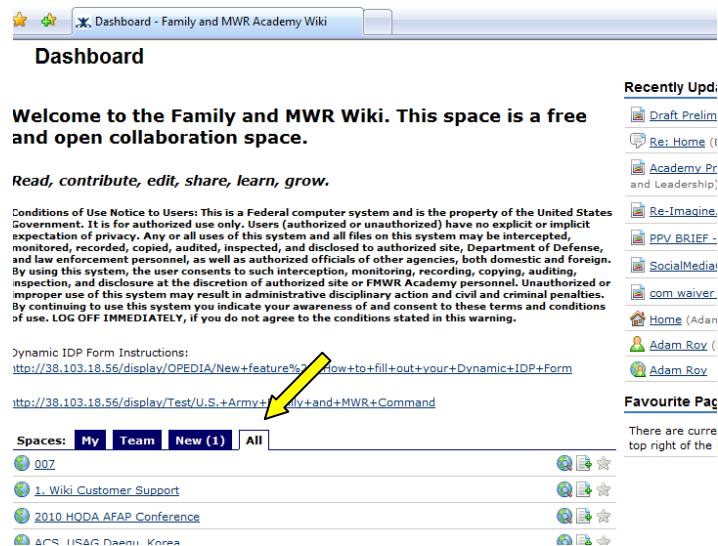
Access the FMWR Academy's website at <https://www.mwraonline.com> . Users must select the **Enter FMWRA Campus** tab then enter their **Login ID** and 14 character **Password**.



To enter the Wiki website, select the Wiki Hut symbol on the right of the screen:



The FMWR Wiki Dashboard page will open in a new screen. Select the **All** tab as noted by the yellow arrow:



Dashboard

Welcome to the Family and MWR Wiki. This space is a free and open collaboration space.

Read, contribute, edit, share, learn, grow.

Conditions of Use Notice to Users: This is a Federal computer system and is the property of the United States Government. It is for authorized use only. Users (authorized or unauthorized) have no explicit or implicit expectation of privacy. Any or all uses of this system and all files on this system may be intercepted, monitored, recorded, copied, audited, inspected, and disclosed to authorized site, Department of Defense, and law enforcement personnel, as well as authorized officials of other agencies, both domestic and foreign. By using this system, the user consents to such interception, monitoring, recording, copying, auditing, inspection, and disclosure at the discretion of authorized site or FMWR Academy personnel. Unauthorized or improper use of this system may result in administrative disciplinary action and civil and criminal penalties. By continuing to use this system you indicate your awareness of and consent to these terms and conditions of use. LOG OFF IMMEDIATELY, if you do not agree to the conditions stated in this warning.

Dynamic IDP Form Instructions:  
<http://38.103.18.56/display/OPEDIA/New+feature%20show+to+fill+out+your+Dynamic+IDP+Form>  
<http://38.103.18.56/display/Test/U.S.+Army+Army+and+MWR+Command>

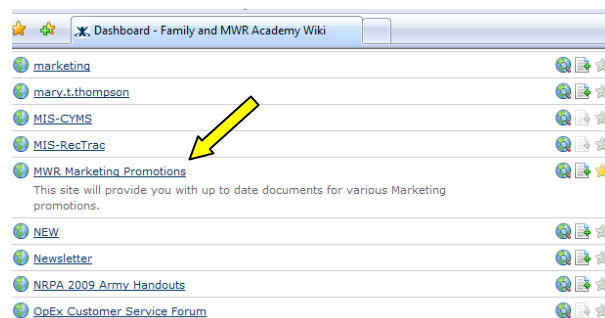
Spaces: **My** Team New (1) **All**

- 007
- 1 Wiki Customer Support
- 2010 HQDA AFAP Conference
- ACS HHS&G Daegu Korea

Recently Upd:  
 Draft Prelim  
 Re: Home (1  
 Academy Pr  
 and Leadership)  
 Re-Imagine  
 PPV BRIEF -  
 SocialMedia  
 com waiver  
 Home (Adan  
 Adam Roy (1  
 Adam Roy

Favourite Pag  
 There are curre  
 top right of the

Scroll down, locate, and select the **MWR Marketing Promotions** link as shown below:



marketing

mary.t.thompson

MIS-CYMS

MIS-RecTrac

**MWR Marketing Promotions**

This site will provide you with up to date documents for various Marketing promotions.

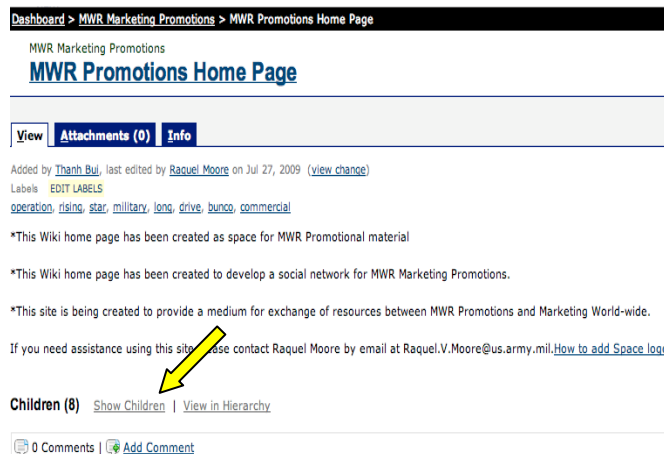
NEW

Newsletter

NRPA 2009 Army Handouts

OpEx Customer Service Forum

The **MWR Promotions Home Page** will load. If the file names of all active promotions are not visible, select the **Show Children** link. Next, select the appropriate link (**Bowlopolis, Dominoes, Military Long Drive, etc.**) for the promotion with the artwork/commercials that need to be downloaded:



Dashboard > MWR Marketing Promotions > MWR Promotions Home Page

MWR Marketing Promotions

**MWR Promotions Home Page**

View Attachments (0) Info

Added by Thanh Bui, last edited by Raquel Moore on Jul 27, 2009 (view change)

Labels EDIT LABELS  
 operation, rising, star, military, long, drive, bunco, commercial

\*This Wiki home page has been created as space for MWR Promotional material

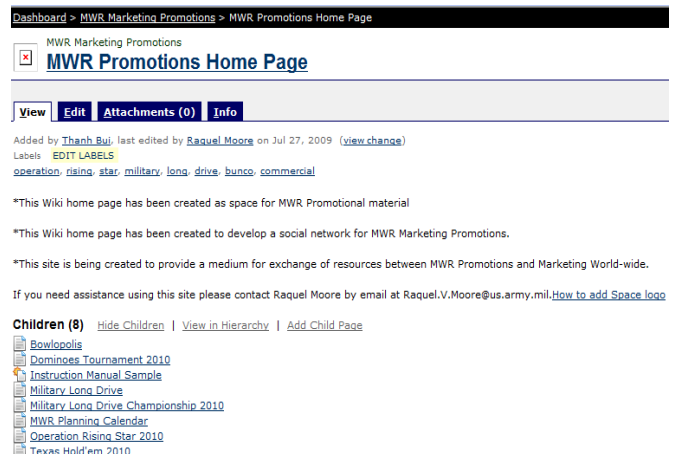
\*This Wiki home page has been created to develop a social network for MWR Marketing Promotions.

\*This site is being created to provide a medium for exchange of resources between MWR Promotions and Marketing World-wide.

If you need assistance using this site please contact Raquel Moore by email at Raquel.V.Moore@us.army.mil [How to add Space logo](#)

Children (8) **Show Children** | View in Hierarchy

0 Comments | Add Comment



Dashboard > MWR Marketing Promotions > MWR Promotions Home Page

MWR Marketing Promotions

**MWR Promotions Home Page**

View Edit Attachments (0) Info

Added by Thanh Bui, last edited by Raquel Moore on Jul 27, 2009 (view change)

Labels EDIT LABELS  
 operation, rising, star, military, long, drive, bunco, commercial

\*This Wiki home page has been created as space for MWR Promotional material

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If you need assistance using this site please contact Raquel Moore by email at Raquel.V.Moore@us.army.mil [How to add Space logo](#)

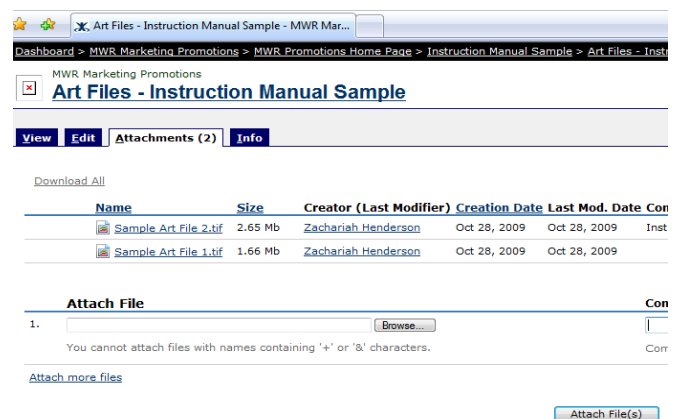
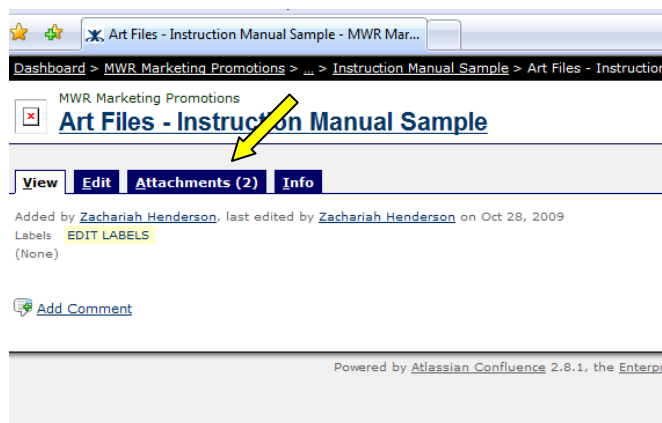
Children (8) Hide Children | View in Hierarchy | Add Child Page

- Bowlopolis
- Dominoes Tournament 2010
- Instruction Manual Sample
- Military Long Drive
- Military Long Drive Championship 2010
- MWR Planning Calendar
- Operation Rising Star 2010
- Texas Hold'em 2010

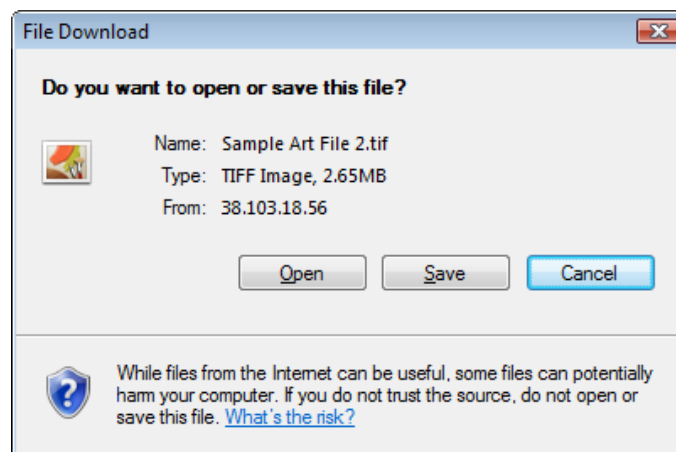
For downloading/retrieving files from the active promotions folder, select the link (Art Files, Radio & TV Commercials, etc.) under the **Children's** heading.



Choose the **Attachments** tabs as shown below and select the link with the file name that needs to be downloaded and saved to the User's computer:

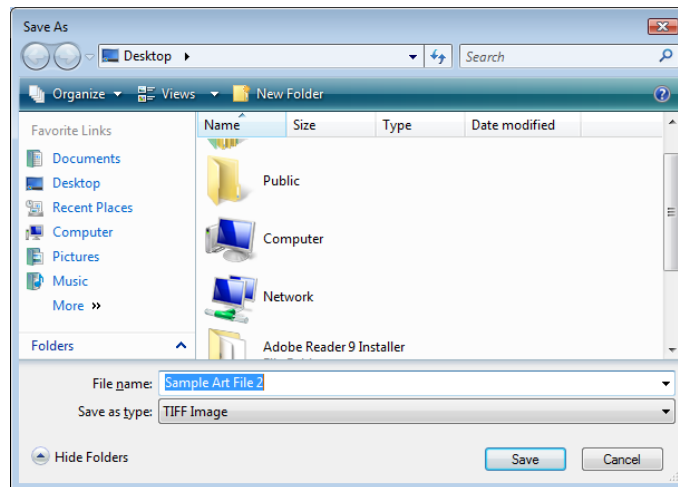


After the **File Download** box appears, select the Save button to secure the file on the User's computer:

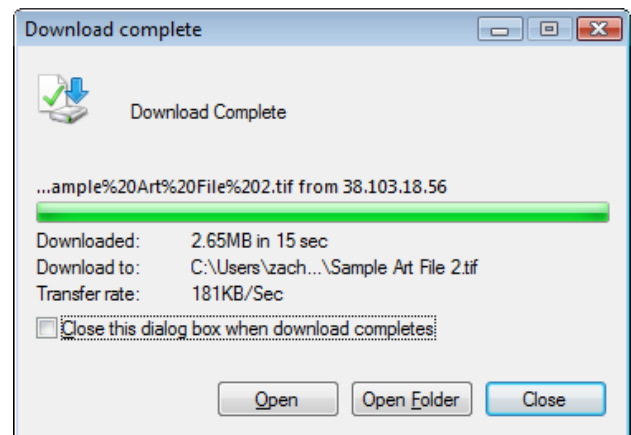
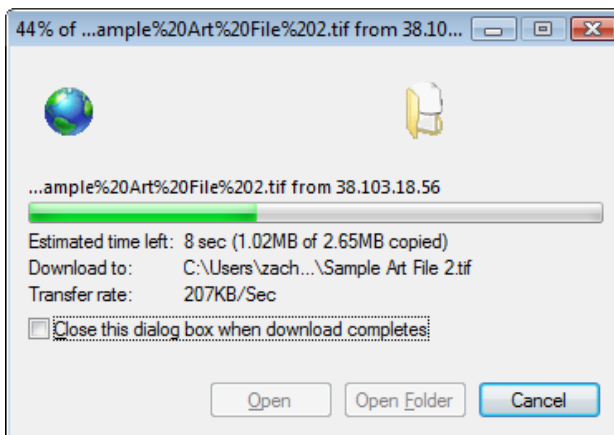


The User must specify the location where the file is to be stored. If applicable, use the drop menu box to change the storage location and/or change the name of the file in the **File Name** box.

Select the **Save** button as shown below to secure the file in the specified location:



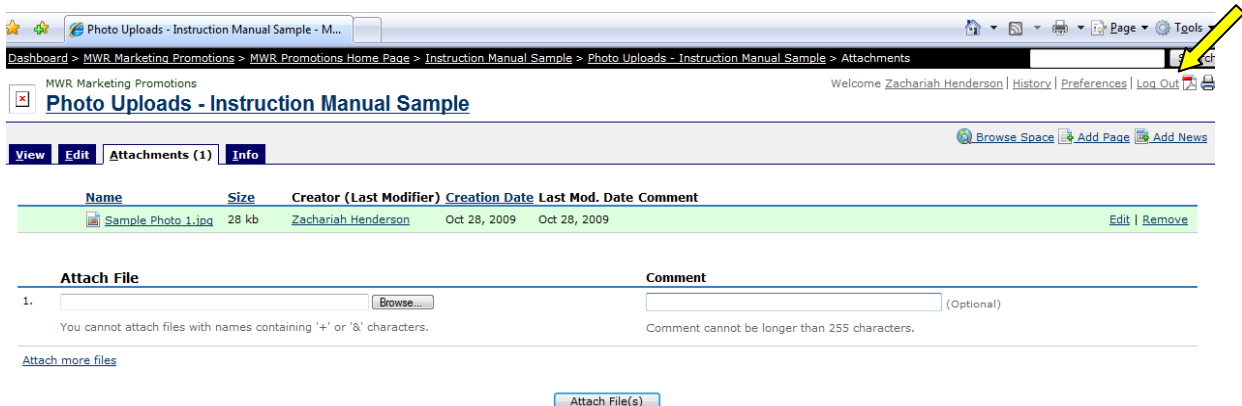
Depending on the size of the file being saved, a download box may appear. Once the download is complete, select the **Open** button as shown below:



The selected file will open in a separate window. If it is necessary to download additional files, please follow the above instructions.



Once all files are downloaded and saved in the appropriate locations, please select the **Log Out** button in the upper left corner as shown below and exit the FMWR Academy's website.





## Section 3: Uploading After Action Report Photographs/ Files to the FMWR Academy Wiki Website

Access the FMWR Academy's website at <https://www.mwraonline.com> . Users must select the **Enter FMWRA Campus** tab then enter their **Login ID** and 14 character **Password**.

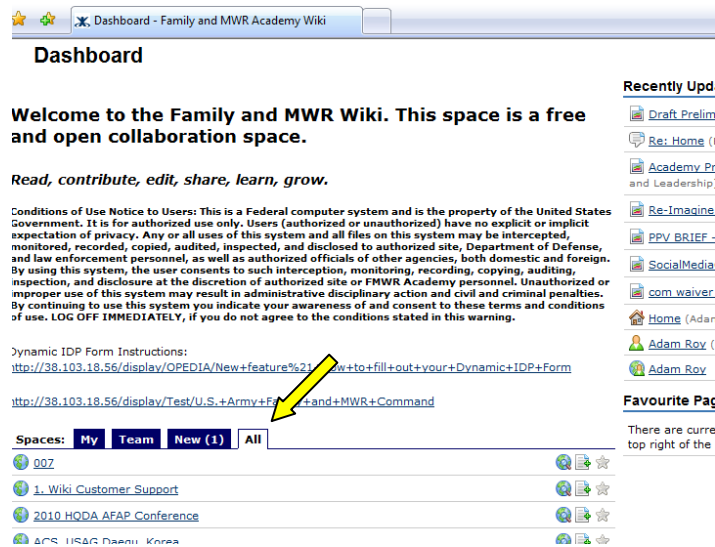


To enter the Wiki website, select the **Wiki Hut** symbol on the right of the screen:

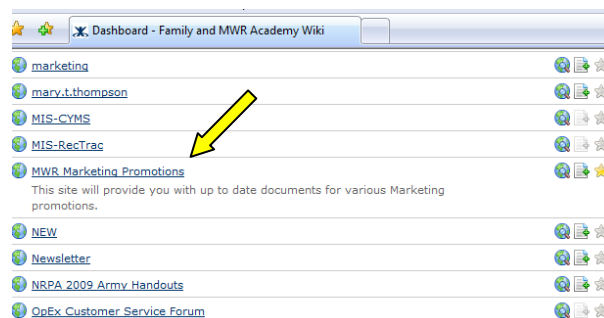




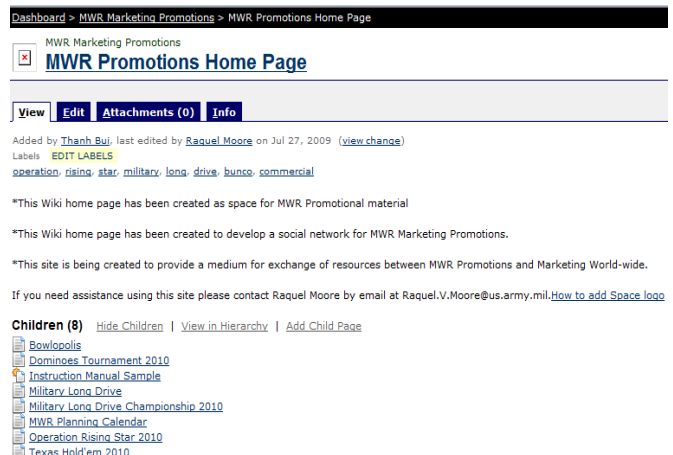
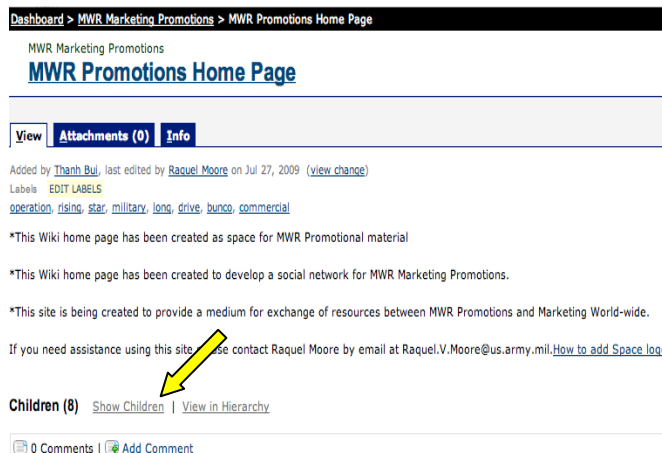
The MWR Wiki Dashboard page will open in a new screen. Select the **All** tab as shown below:



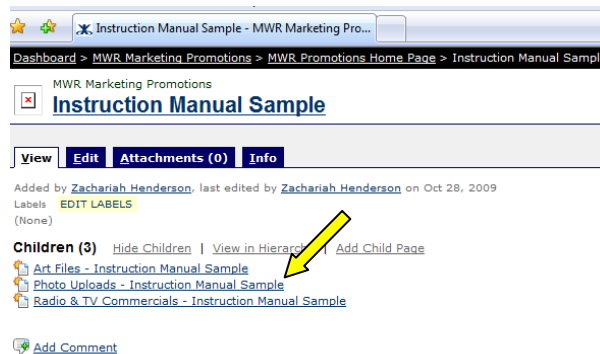
On the right, scroll down, locate, and select the **MWR Marketing Promotions** link as shown below:



The **MWR Promotions Home Page** will load. If the file names of all active promotions are not visible, select the **Show Children** link. Next, select the appropriate link (**Bowlopolis**, **Dominoes**, **Military Long Drive**, etc.) for the promotion with the photographs that need to be uploaded:



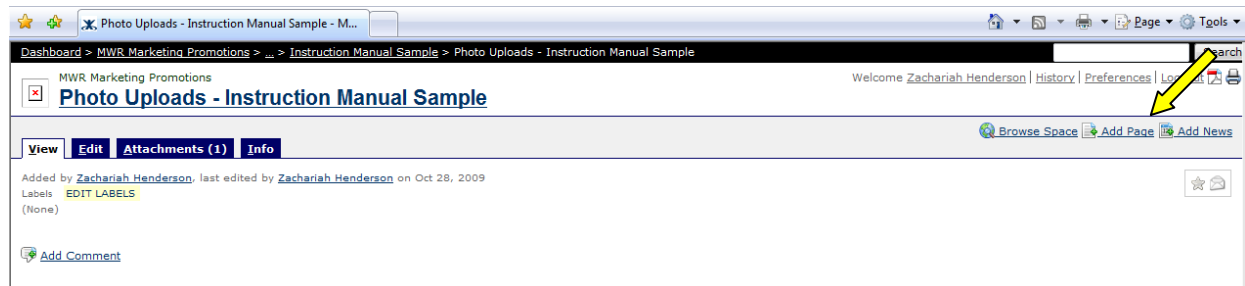
To upload After Action Report (AAR) Photographs/ Files to the **MWR Marketing Promotions** folder, select the **link (Photo Uploads, etc.)** under the Children's heading:



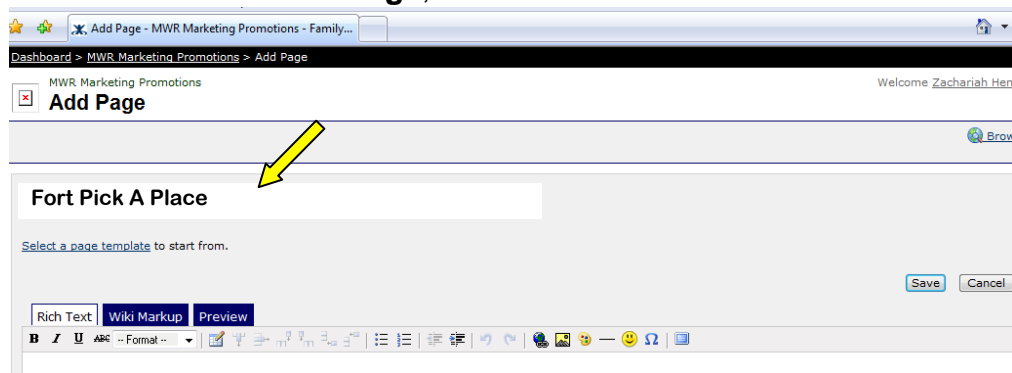
### Creating a personalized Garrison Photo Upload Folder:

The User will need to create a folder with its **Garrison's Name** as the title (ie. **Fort Belvoir, Fort Sill, etc.**) This step will ensure that the uploaded photographs are easily recognizable to FMWRC Events staff.

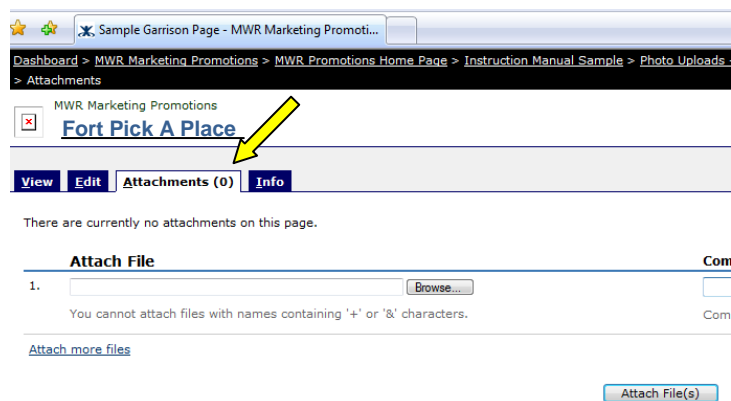
To create the Garrison named folder, select the **+Add Page** link on the far right:



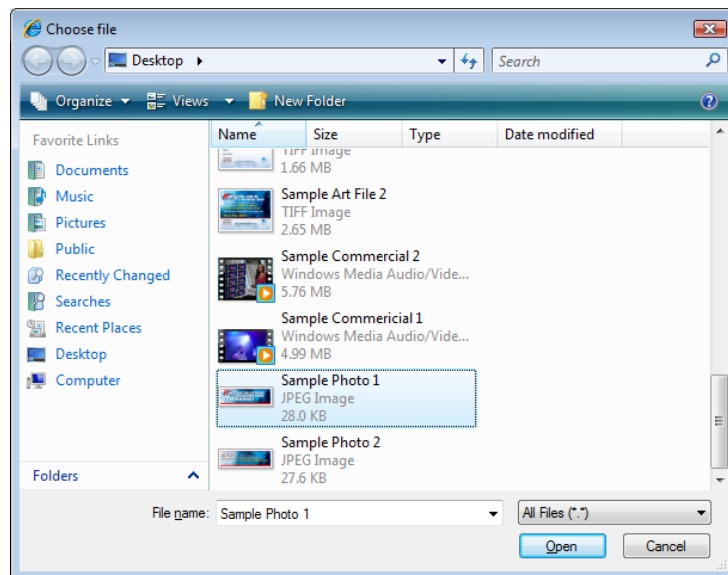
The User will need to enter the **appropriate garrison name** in the space shown below titled **Fort Pick a Place Page**, next click the **Save** button:



Select the **Attachments** tab; next select the **Browse** button as shown below:



The User will need to locate the file(s) that require uploading from the specified location on his/her computer. Once the file has been located, choose the file name and select the **Open** button as shown below:



Ensure that the correct file name is shown in the box. To attach additional files to be uploaded, select the **Attach more files** link. Once all files have been chosen, select the **Attach File(s)** button as shown below:

Photo Uploads - Instruction Manual Sample - M...

Dashboard > MWR Marketing Promotions > MWR Promotions Home Page > Instruction Manual Sample > Photo Uploads

MWR Marketing Promotions

Photo Uploads - Fort Pick A Place

View Edit Attachments (0) Info

There are currently no attachments on this page.

**Attach File**

1. C:\Users\zachariah.henderson\Desktop\Sample Photo

You cannot attach files with names containing '+' or '&' characters.

[Attach more files](#)

The successfully uploaded files will appear as attachments under the specified file name as shown below:

Photo Uploads - Instruction Manual Sample - M...

Dashboard > MWR Marketing Promotions > MWR Promotions Home Page > Instruction Manual Sample > Photo Uploads

MWR Marketing Promotions

Photo Uploads - Fort Pick A Place

View Edit Attachments (1) Info

Name	Size	Creator (Last Modifier)	Creation Date	Last Mod. Date	Comment
Sample Photo 1.jpg	28 kb	Zachariah Henderson	Oct 28, 2009	Oct 28, 2009	

**Attach File**

1.

You cannot attach files with names containing '+' or '&' characters.

[Attach more files](#)

Once all files are uploaded and attached, please select the **Log Out** button in the upper left corner as show below and exit the FMWR Academy's website:

Photo Uploads - Instruction Manual Sample - M...

Dashboard > MWR Marketing Promotions > MWR Promotions Home Page > Instruction Manual Sample > Photo Uploads - Instruction Manual Sample > Attachments

MWR Marketing Promotions

Photo Uploads - Fort Pick A Place

View Edit Attachments (1) Info

Name	Size	Creator (Last Modifier)	Creation Date	Last Mod. Date	Comment
Sample Photo 1.jpg	28 kb	Zachariah Henderson	Oct 28, 2009	Oct 28, 2009	<a href="#">Edit</a> <a href="#">Remove</a>

**Attach File**


1.

You cannot attach files with names containing '+' or '&' characters.

[Attach more files](#)

Welcome Zachariah Henderson | [History](#) | [Preferences](#) | [Log Out](#)

## Section 4: Optimizing Your Wiki Experience

<p><b>Creating Favorites to Links</b></p> <ul style="list-style-type: none"> <li>➤ Click the Wiki Hut symbol on the right of the screen</li> <li>➤ Locate the name of the link you would like to add to your favorites</li> <li>➤ Click the star . It will change to a yellow color</li> <li>➤ Repeat this step for all others you wish to have as favorites</li> </ul> <p><b>Searching for something within the Wiki</b></p> <ul style="list-style-type: none"> <li>➤ Type what you're seeking in top-right "search" box</li> <li>➤ Click on links to guide you to page where information is located</li> </ul> <p><b>CREATING A PERSONAL SPACE:</b>  <b>Once logged in on the main campus page</b></p> <ul style="list-style-type: none"> <li>➤ Click Wiki Hut (top left menu)</li> <li>➤ Click Create a Space</li> <li>➤ Enter a Space Name</li> <li>➤ Enter a Space Key</li> <li>➤ Select who can use the space (me or all registered users)</li> <li>➤ Select a theme</li> <li>➤ Click OK</li> </ul> <p><b>Editing a space you've created</b></p> <ul style="list-style-type: none"> <li>➤ Select EDIT in the top right of page</li> <li>➤ Start typing in the box</li> <li>➤ Save changes once you are finished</li> </ul> <p><b>Editing a space that you haven't created if you have permissions to edit</b></p> <ul style="list-style-type: none"> <li>➤ Go to the page you're interested in editing</li> <li>➤ Select Page Operations</li> <li>➤ Click Edit</li> <li>➤ Save changes</li> </ul> <p><b>Inserting an image</b></p> <ul style="list-style-type: none"> <li>➤ In editing mode select the envelope symbol in the menu bar (roll over says "Insert/Edit image")</li> <li>➤ Click browse and find the item on your desktop you'd like to attach</li> </ul>	<ul style="list-style-type: none"> <li>➤ Select Attach</li> <li>➤ Select alignment</li> <li>➤ Click OK</li> <li>➤ Click Save</li> </ul> <p><b>Adding a hyperlink within your space</b></p> <ul style="list-style-type: none"> <li>➤ Click on the link of the space you've created</li> <li>➤ Click the Edit tab</li> <li>➤ Highlight the area where you'd like to add a hyper link</li> <li>➤ Click on the globe icon in your tool bar (mouse roll over says "Insert/Edit link")</li> <li>➤ Type or paste the URL in the Link field</li> <li>➤ Select OK</li> <li>➤ Click Save</li> </ul> <p><b>Adding a page to your space</b></p> <ul style="list-style-type: none"> <li>➤ Select the space you want to add a page too</li> <li>➤ Click + ADD and then Page in the drop down</li> </ul> <p><b>Adding a page to a space that you didn't create</b></p> <ul style="list-style-type: none"> <li>➤ Select the space you wish to add a page to</li> <li>➤ Select ADD CONTENT (left-hand side of the page)</li> <li>➤ Select ADD Page</li> </ul> <p><b>Editing Permissions and View of your Space</b></p> <ul style="list-style-type: none"> <li>➤ Click on the space you've created</li> <li>➤ Roll Over SPACE in the menu bar and Select SPACE ADMIN</li> <li>➤ Click on PERMISSIONS</li> <li>➤ Click on EDIT PERMISSIONS</li> <li>➤ Add or remove green checkmark in the permissions boxes to change rights and access</li> <li>➤ Click SAVE ALL</li> </ul>
--	--

**TEXAS HOLDEM 2010**

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**2010 TEXAS HOLD'EM MEMO for FOOD OFFERINGS**

Recipes have been provided in the package for garrisons to select which items they want to use to enhance their menus during the Texas Hold'Em Tournament.

Not all items need to be selected. To increase food and beverage sales we recommend that you use at least 3 items. Pricing and promotion of the items are the responsibility of the hosting facility.

Note that the recipe specifications are items used in almost all the Army Branded Restaurants (Strike Zones, Primo's, Reggie's Express, Mulligan's, etc.). If the facility that is hosting the Texas Hold'Em tournament finds that the specified items cannot be obtained through the Prime Vendor, that the amount to purchase the specified item is excessive, the equipment needed is not available, or the facility offers items similar to the item specified without compromising the recipe then substitutions of those items is approved.

Tracking of sales information is an important part of this promotion. Track the number of items sold, sale price, and total sales during the event. This information should be taken from the POS reports and listed on the form provided in the package.

Our Point of Contact for the food part of the event is Tony Marko, Executive Chef, FMWRC, FSD. He can be contacted at 703-681-0658 (office), 571-217-8651 (cell), or email at [Anthony.marko@us.army.mil](mailto:Anthony.marko@us.army.mil).

## FOOT LONG HAM HOAGIE

**Makes 1.0 portion**

### **Product Specifications:**

Amoroso 12" Special Hoagie, sliced #1200 or #1210 unsliced

Hellman's Italian Dressing #25746

Schreiber White American Cheese, 120 count #7485

Prime Vendor Buffet Ham

Prime Vendor Shredded Lettuce

Prime Vendor Tomatoes

Prime Vendor Red Onions

Schwartz Pickle Spear #296-5502

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
1	each	12" Hoagie Roll
2	ounces	Italian Dressing
4	slices	Cheese, White American
6	ounces	Ham, sliced thin
1	ounce	Shredded Lettuce
4	slices	Tomato
1/4	ounce	Red Onion, cut into rings
1	each	Pickle Spear

1. Place ham, cheese, lettuce, tomato, and onion in hinge of hoagie in that order.
2. Squirt Italian dressing over top.
3. Cut hoagie in half.
4. Place in 500 boat with deli paper and pickle spear.

Note: To offer as a Combo, serve with a double order of fries and 32 oz soda.

## **1 LB ORDER OF FRIES**

**Makes 1.0 portion**

### **Product Specifications:**

Melfry Shortening Fry Oil #40013 or #192068

Lamb-Weston 3/8" Stealth Fries #S57

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
16	ounces	Fries, cooked weight (about 20 ounces uncooked weight)
2	ounces	Melfry

1. Deep fry fries at 350° F for 3-4 minutes or until golden brown. Drain well.
2. Place deli paper and fries in #300 boat and serve.



## **1 LB ORDER OF CHEESE FRIES**

**Makes 1.0 portion**

### **Product Specifications:**

Melfry Shortening Fry Oil #40013 or #192068

Lamb-Weston 3/8" Stealth Fries #S57

Chef Mate Golden Cheese Sauce #05068

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
16	ounces	Fries, cooked weight (about 20 ounces uncooked weight)
2	ounces	Melfry
4	ounces	Sauce, Cheese

1. Deep fry fries at 350° F for 3-4 minutes or until golden brown. Drain well.
2. Place deli paper and fries in #300 boat, top with cheese sauce and serve.

## **1 LB ORDER OF CHILI CHEESE FRIES**

**Makes 1.0 portion**

### **Product Specifications:**

Melfry Shortening Fry Oil #40013 or #192068

Lamb-Weston 3/8" Stealth Fries #S57

Chef Mate Golden Cheese Sauce #05068

Chef Mate Chili with Beans (chili con carne) #00-5000-05208-00

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
16	ounces	Fries, cooked weight (about 20 ounces uncooked weight)
2	ounces	Melfry
4	ounces	Sauce, Cheese
4	ounces	Chili with Beans

1. Deep fry fries at 350° F for 3-4 minutes or until golden brown. Drain well.
2. Place deli paper and fries in #300 boat, top with cheese sauce then chili and serve.

## **1 LB ORDER OF CHILI FRIES**

**Makes 1.0 portion**

### **Product Specifications:**

Melfry Shortening Fry Oil #40013 or #192068

Lamb-Weston 3/8" Stealth Fries #S57

Chef Mate Chili with Beans (chili con carne) #00-5000-05208-00

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
16	ounces	Fries, cooked weight (about 20 ounces uncooked weight)
2	ounces	Melfry
4	ounces	Chili with Beans

1. Deep fry fries at 350° F for 3-4 minutes or until golden brown. Drain well.
2. Place deli paper and fries in #300 boat, top with chili and serve.

## **16" CALZONE**

**Makes 1.0 recipe**

### **Product Specifications:**

**Rich's Large Dough Balls #6760**

**OR**

**Rich's 16" Raw Pre-Sheeted Pizza Dough #35086**

**OR**

**Rich's 16" Oven-Rising Pre-Sheeted Pizza Dough #03604**

**Schreiber's 5 Blend Pizza Cheese #8245**

**Hormel Pepperoni, 14 count #14490**

**Fontanini Italian Sausage Topping #P63326**

**Prime Vendor Buffet Ham**

**Fontanini Ground Beef Topping #B6545**

**Prime Vendor Green Peppers**

**Prime Vendor Mushrooms**

**Prime Vendor White Onions**

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
1	each	Dough Ball, Large
	OR	
1	each	16" Pre-sheeted Dough
4	ounce	Sauce, Pizza
4	ounce	Cheese, 5 Blend Pizza
21	pieces	Pepperoni
3	ounce	Italian Sausage Pizza Topping, Fontanini
3	ounce	Ham, diced medium
3	ounce	Beef, Pizza Topping, Fontaninni
3	ounces	Green Peppers, julienne
3	ounces	Mushrooms, sliced
4	ounces	White Onions, julienne
2	ounces	Cheese, 5 Blend Pizza
4	ounces	Sauce, Pizza (served on side in soufflé cup)

### **Preparing the Dough**

**Note:** If using pre-sheeted dough, proof on a pizza screen and skip to step 6

**Step 1** Place the dough ball (olive oil side up) in the center of the platen. Gently flatten the dough ball with your fingers so the dough ball fits between the platens

**Step 2** Return the swing out platen and the dough ball to below upper platen

**Step 3** Press the dough for 5 seconds

**Step 4** Swing out the bottom platen and gently lift the dough from the platen

**Step 5** Stretch the dough on the screen to the edge

**Step 6** Begin calzone assembly

**Assembling the Calzone (All calzones should be assembled at the make-up table).**

Ensure that the table is properly stocked and that all the scales are in working order).

- Step 1 Place the dough on the scale.
- Step 2 Set scale to 0.
- Step 3 Ladle the 4 oz portion of sauce on one side of the dough.
- Step 4 Set scale to 0.
- Step 5 Add 4 ounces cheese, vegetable and meat items on top of sauce. On top of meats spread 2 ounces more pizza cheese.
- Step 6 Fold other half of dough over the ingredients and pinch closed.

Make two one-inch incisions on the top of the calzone.

**Baking the Calzone**

- Step 1. Ensure that the pizza oven is set at 450 degrees F and the belt speed is 5 1/2 minutes. Settings may vary slightly depending on location.
- Step 2. Place the calzone on the conveyor so that the leading edge is not in the oven entrance.
- Step 3. Remove from the conveyor once the calzone has exited the oven completely.
- Step 4. Use a thermometer to make sure the calzone has reached 165 degrees F.
- Step 5. Cut calzone in half and serve with a 3 ounce side of sauce.

## **BIG TEXAS BURGER**

**Makes 1.0 recipe**

### **Product Specifications:**

Prime Vendor Hamburger Bun, Seeded 4 1/2" or 5"  
Prime Vendor Beef Patty, 4oz, 80/20, Whopper Size  
Lawry's Seasoning Salt #80620  
Prime Vendor Lettuce Shredded  
Prime Vendor Tomato  
Prime Vendor Red Onions  
Schwartz Pickle Spear #296-5502

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
1	each	Hamburger Bun (4 1/2" or 5")
4	each	Beef Patty
8	shakes	Salt, Seasoning Lawry
1/4	ounce	Shredded Lettuce
2	slices	Tomato, sliced 1/4" thick
1/4	ounce	Onion, Red cut into rings
1	each	Pickle Spear

1. Place hamburger bun in the toaster.
2. Season one side of each burger patty with 2 shakes of Lawry's. Place the burgers on the griddle/broiler using a plastic glove. Cook to 165° F for 15 seconds.
3. Place deli wrap in a #500 boat.
4. Place the bun in the boat with inside on bun facing up.
5. On bottom half of bun place cooked burgers on top of each other.
6. On top half of bun put lettuce, tomato, and onion..
7. Place a pickle spear in boat and serve.

Note: To offer as a Combo, serve with a double order of fries and 32 oz soda.

## **BIG TEXAS CHEESEBURGER**

**Makes 1.0 recipe**

### **Product Specifications:**

Prime Vendor Hamburger Bun, Seeded 4 1'2" or 5"

Prime Vendor Beef Patty, 4oz, 80/20, Whopper Size

Lawry's Seasoning Salt #80620

Schreiber White American Cheese, 120 count #7485

Prime Vendor Lettuce Shredded

Prime Vendor Tomato

Prime Vendor Red Onions

Schwartz Pickle Spear #296-5502

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
1	each	Hamburger Bun (4 1/2" or 5")
4	each	Beef Patty
8	shakes	Salt, Seasoning Lawry
4	slices	Cheese, White American 120 count
1/4	ounce	Shredded Lettuce
2	slices	Tomato, sliced 1/4" thick
1/4	ounce	Onion, Red cut into rings
1	each	Pickle Spear

1. Place hamburger bun in the toaster.
2. Season one side of each burger patty with 2 shakes of Lawry's. Place the burgers on the griddle/broiler using a plastic glove. Cook to 165° F for 15 seconds.
3. Top each burger patty with one slice of cheese. Melt cheese.
4. Place deli wrap in a #500 boat.
5. Place the bun in the boat with inside on bun facing up.
6. On bottom half of bun place cooked cheeseburgers on top of each other.
7. On top half of bun put lettuce, tomato, and onion..
8. Place a pickle spear in boat and serve.

Note: To offer as a Combo, serve with a double order of fries and 32 oz soda.

## **BIG TEXAS BACON CHEESEBURGER**

**Makes 1.0 recipe**

### **Product Specifications:**

Prime Vendor Hamburger Bun, Seeded 4 1'2" or 5"  
Prime Vendor Beef Patty, 4oz, 80/20, Whopper Size  
Lawry's Seasoning Salt #80620  
Schreiber White American Cheese, 120 count #7485  
Hormel Bacon, Fully Cooked, #11977  
Prime Vendor Lettuce Shredded  
Prime Vendor Tomato  
Prime Vendor Red Onions  
Schwartz Pickle Spear #296-5502

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
1	each	Hamburger Bun (4 1/2" or 5")
4	each	Beef Patty
8	shakes	Salt, Seasoning Lawry
4	slices	Cheese, White American 120 count
4	slices	Bacon
1/4	ounce	Shredded Lettuce
2	slices	Tomato, sliced 1/4" thick
1/4	ounce	Onion, Red cut into rings
1	each	Pickle Spear

1. Place hamburger bun in the toaster.
2. Season one side of each burger patty with 2 shakes of Lawry's. Place the burgers on the griddle/broiler using a plastic glove. Cook to 165° F for 15 seconds.
3. Top each burger patty with one slice of cheese. Melt cheese.
4. Heat bacon while cheese is melting. Place bacon on top of cheese of 2 burgers in a criss cross pattern.
5. Place deli wrap in a #500 boat.
6. Place the bun in the boat with inside on bun facing up.
7. On bottom half of bun place cooked cheeseburgers on top of each other starting with one burger without bacon, then one with bacon, then one without bacon and ending with one with bacon on top..
8. On top half of bun put lettuce, tomato, and onion.
9. Place a pickle spear in boat and serve.

Note: To offer as a Combo, serve with a double order of fries and 32 oz soda.



## **TUNA SALAD BATCH for FOOT LONG HOAGIE**

**Makes 1.0 portion**

### **Product Specifications:**

Prime Vendor Tuna Fish 5 lb cans or pouches

Prime Vendor Celery

Prime Vendor Red Onions

Prime Vendor Salt Table Iodized

McCormick's Black Pepper #32456

Hellman's Mayonnaise Heavy Duty #26574

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
1	Can or Pouch	Tuna
1 1/2	cups	Celery, diced very small
1	cup	Red Onions, diced very small
1	teaspoon	Salt
1	Tablespoon	Black Pepper
2	cups	Mayonnaise

1. Open tuna and drain well.
2. Place drained tuna in a mixing bowl and flake with a fork.
3. Cut onions and celery in fine dice.
4. Add onions and celery to tuna.
5. Add salt pepper to tuna and mix.
6. Add mayonnaise and mix well.
7. Cover, label, date and refrigerate until needed below 40° F.

## FOOT LONG PHILLY CHEESE STEAK

Makes 1.0 recipe

### Product Specifications:

Amoroso 12" Hoagie Roll # 1200 sliced or #1210 unsliced

Astra 4 oz Beef Philly Meat #1SSHP4

OR

Advance 4 oz Beef Philly Meat #1140-001

ACH Whirl #38515

Prime Vendor Yellow Onions

Prime Vendor Green Peppers

Lawry's Seasoning Salt #80620

Schreiber White American Cheese, 120 count #7485

Schwartz Pickle Spear #296-5502

Qty	Recipe Unit	Ingredient Name
1	each	12" Amoroso Roll
1	ounce	Whirl
3	ounces	White Onions, julienne
3	ounces	Green Peppers, julienne
2	each	Beef or Chicken Philly Meat
4	shakes	Lawry's Seasoning Salt
3	slice	White American Cheese
1	each	Pickle Spear

1. Cut roll and place closed on warm area of griddle. Turn occasionally to warm roll..
2. Place half the oil on griddle. Place onions and peppers on oil and cook for 1 minute prior to placing meat on griddle. Turn vegetables occasionally..
3. Place other half of oil on griddle. Place beef Philly meat on oil and season with Lawry's. Cook until internal temperature reaches 165 ° Fahrenheit for 15 seconds, pulling meat apart and turn as meat is cooking.
4. After beef is cooked, mix with onions and peppers. Shape mixture in rectangle shape and the size of roll.
5. Place cheese on top of meat mixture and melt.
6. Lift mixture and place in center of hinge of roll being careful to keep cheese on top. Squirt water around edges to melt cheese.
7. Place deli paper in #500 boat.
8. Cut sandwich in half and place in boat.
9. Place pickle next to sandwich in boat and serve.

Note: To offer as Combo, serve with a double order of fries and 32 oz soda.

## **FOOT LONG TUNA HOAGIE**

**Makes 1.0 portion**

### **Product Specifications:**

Amoroso 12" Special Hoagie, sliced #1200 or #1210 unsliced

Tuna Salad, Batch

Schreiber White American Cheese, 120 count #7485

Prime Vendor Shredded Lettuce

Prime Vendor Tomatoes

Schwartz Pickle Spear #296-5502

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
1	each	12" Hoagie Roll
4	slices	Cheese, White American
8	ounces	Tuna Salad, batch
1	ounce	Shredded Lettuce
4	slices	Tomato
1	each	Pickle Spear

1. Spread tuna in hinge of hoagie (use 2 - #8 scoops).
2. Place cheese, lettuce, and tomato on tuna in that order.
3. Cut hoagie in half.
4. Place in 500 boat with deli paper and pickle spear.

Note: To offer as a Combo, serve with a double order of fries and 32 oz soda.

## **FOOT LONG TURKEY HOAGIE**

**Makes 1.0 portion**

### **Product Specifications:**

Amoroso 12" Special Hoagie, sliced #1200 or #1210 unsliced

Hellman's Italian Dressing #25746

Schreiber White American Cheese, 120 count #7485

Prime Vendor Turkey

Prime Vendor Shredded Lettuce

Prime Vendor Tomatoes

Prime Vendor Red Onions

Schwartz Pickle Spear #296-5502

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
1	each	12" Hoagie Roll
2	ounces	Italian Dressing
4	slices	Cheese, White American
6	ounces	Turkey, sliced thin
1	ounce	Shredded Lettuce
4	slices	Tomato
1/4	ounce	Red Onion, cut into rings
1	each	Pickle Spear

1. Place turkey, cheese, lettuce, tomato, and onion in hinge of hoagie in that order.
2. Squirt Italian dressing over top.
3. Cut hoagie in half.
4. Place in 500 boat with deli paper and pickle spear.

Note: To offer as a Combo, serve with a double order of fries and 32 oz soda.

## GRILLED BEEF BURRITO

Makes 1.0 recipe

### Product Specifications:

Astra 4 oz Beef Philly Meat #1SSH4

OR

Advance 4 oz Beef Philly Meat #1140-001

ACH Whirl #38515

McCormick Fajita Seasoning #32971

Prime Vendor Yellow Onions

Prime Vendor Green Peppers

Prime Vendor Refried Beans

Pace Picante Sauce #14170

Schreiber Shredded Cheddar Cheese #07335

Mission 12" Flour Tortilla #10430

Qty	Recipe Unit	Ingredient Name
1	ounce	Whirl
1	each	Beef Philly Meat
3	shakes	Seasoning, Fajita
2	ounces	White Onions, julienne
2	ounces	Green Peppers, julienne
2	ounces	Sauce, Picante
2	ounces	Cheese, Cheddar Cheese
3	ounces	Refried Beans, heated
1	each	Tortilla, 12" Flour

1. Place half the oil on griddle. Place onions and peppers on oil and cook for 1 minute prior to placing meat on griddle. Turn vegetables occasionally..
2. Place other half of oil on griddle. Place beef Philly meat on oil and season with Fajita seasoning. Cook until internal temperature reaches 165 ° Fahrenheit for 15 seconds, pulling meat apart and turn as meat is cooking.
3. After beef is cooked, mix with onions and peppers, add Picante sauce and top with cheese.
4. Spread heated refried beans on one side of tortilla to within 1" of edge..
5. Place mixture in center of tortilla and fold burrito style. To fold Burrito Style – fold left and right sides of tortilla 1/4 toward middle. Fold/roll bottom of tortilla over filling, pulling back on top of tortilla that covers the filling to compact the filling. Roll the tortilla forward to seal making a cylinder shape.
6. Place burrito on griddle folded side down and grill until browned using a steel press, Turn and grill opposite side until golden brown.
7. Place deli paper in #500 boat.
8. Cut burrito in half and place in boat and serve with 2 ounces of Picante sauce in soufflé cup..

Note: To offer as Combo, serve with a double order of fries and 32 oz soda.

## GRILLED CHICKEN BURRITO

Makes 1.0 recipe

### Product Specifications:

Astra 4 oz Chicken Philly Meat #1CHSP4

OR

Advance 4 oz Chicken Philly Meat #41140-001

ACH Whirl #38515

McCormick Fajita Seasoning #32971

Prime Vendor Yellow Onions

Prime Vendor Green Peppers

Prime Vendor Refried Beans

Pace Picante Sauce #14170

Schreiber Shredded Cheddar Cheese #07335

Mission 12" Flour Tortilla #10430

Qty	Recipe Unit	Ingredient Name
1	ounce	Whirl
1	each	Chicken Philly Meat
3	shakes	Seasoning, Fajita
2	ounces	White Onions, julienne
2	ounces	Green Peppers, julienne
2	ounces	Sauce, Picante
2	ounces	Cheese, Cheddar Cheese
3	ounces	Refried Beans, heated
1	each	Tortilla, 12" Flour

1. Place half the oil on griddle. Place onions and peppers on oil and cook for 1 minute prior to placing meat on griddle. Turn vegetables occasionally..
2. Place other half of oil on griddle. Place Philly meat on oil and season with Fajita seasoning. Cook until internal temperature reaches 165 ° Fahrenheit for 15 seconds, pulling meat apart and turn as meat is cooking.
3. After chicken is cooked, mix with onions and peppers, add Picante sauce and top with cheese.
4. Spread heated refried beans on one side of tortilla to within 1" of edge..
5. Place mixture in center of tortilla and fold burrito style. To fold Burrito Style – fold left and right sides of tortilla 1/4 toward middle. Fold/roll bottom of tortilla over filling, pulling back on top of tortilla that covers the filling to compact the filling. Roll the tortilla forward to seal making a cylinder shape.
6. Place burrito on griddle folded side down and grill until browned using a steal press, Turn and grill opposite side until golden brown.
7. Place deli paper in #500 boat.
8. Cut burrito in half and place in boat and serve with 2 ounces of Picante sauce in soufflé cup

Note: To offer as Combo, serve with a double order of fries and 32 oz soda.

## **HOLD'EM HOT WINGS**

**Makes 1.0 portion**

### **Product Specifications:**

Melfry Shortening Fry Oil #40013 or #192068

Tyson Chicken Wings, Jumbo, Fully Cooked #2638 or #3303

Frank's Red Hot Buffalo Wing Hot Sauce #74161

Hellman's Blue Cheese Dipping Sauce #25631

Or

Hellman's Ranch Dipping Sauce #25637

Prime Vendor Celery

<b>Qty</b>	<b>Recipe Unit</b>	<b>Ingredient Name</b>
1	ounce	Melfry
20	each	Chicken Wings, Thawed
4	ounces	Sauce, Buffalo Wing
10	sticks	Celery
2	each	Sauce, Blue Cheese Dipping

1. Place wings in fryer shaking basket twice in first minute off cooking, and cook until internal temperature reaches 165° F for 15 seconds.
2. Lift basket and put wings in heated dump station and let drain for 30 seconds
3. Place wings in bowl and toss, coating evenly with hot sauce.
4. Put deli paper in #500 boat and pile wings on one side of boat.
5. Place celery sticks and dipping sauce on other side of boat and serve.